

Focus Group Research



CALIFORNIA TRAVEL & TOURISM COMMISSION

2007 QUALITATIVE RESEARCH EXECUTIVE SUMMARY

Prepared by



MeringCarson

OVERVIEW

In January and February of 2007, CTTC embarked on a comprehensive qualitative research project with Smith & Company and MeringCarson. The purpose of this study was to explore and refine California's communication strategy, engaging in a direct dialogue with leisure travelers to ensure the State's brand platform remains differentiating, relevant and motivational on a visceral level. While California's brand advertising has been continuously tracked from a quantitative standpoint over the past decade by D.K. Shifflet & Associates and Strategic Marketing & Research, Inc. (SMARI), qualitative research of this scale has not been undertaken since 1997.

Current Communication Strategy

Leverage California's unique lifestyle and attitude by emphasizing the "California Attitude" – the notion that Californians put pleasure first and live life to the fullest. Californians are youthful, wacky, fun, inviting, laid-back, hedonistic, pleasure-seeking people.

As a traveler, the benefit is that when you vacation in California you get to live like a Californian (be Californian) if only for a short time.

METHODOLOGY

Two phases of qualitative research were conducted with leisure travelers.

PHASE I (January 5-24, 2007)

245 In-the-Moment Interviews with Leisure Travelers in California

- Objectives:
 - o Uncover reactions to all California has to offer travelers and identify communication “opportunity areas.”
 - o Engage travelers while they were experiencing California to observe if they were, quite literally, living out the core strategy.
 - o Use key learning to inform Phase II research.
- English and Spanish-speaking Interviews:
 - o 13% in-state
 - o 47% out-of-state
 - o 40% international
 - o Note: fewer in-state visitors possibly due to cold weather snap during fieldwork

PHASE II (February 12-21, 2007)

12 Focus Groups with Past Visitors and Prospects in Key Primary Domestic (Seattle) and National Opportunity (New York, Atlanta, Dallas, Chicago) Markets

- Objectives:
 - o Expose focus group respondents to “opportunity areas” to gauge their potential effectiveness at differentiating California.
 - o Uncover both rational and emotional responses to help refine California’s positioning.
- Group Segmentation:
 - o By seasonal travel period – Spring/Summer and Fall/Winter
 - o By visitor age – 30-39 years and 40-54 years
 - o By demographic criteria – mixed gender, mixed marital status, with/without kids, household incomes of \$75K+, some college education

FINDINGS

PHASE I

In-the-Moment Interviews

The in-the-moment interviews highlight California's strengths. The State is seen as beautiful, geographically diverse and remarkably large, with an attractive climate (despite record cold temperatures during the fieldwork period), an amazing number of things to do and see, and a unique mix of culture, history, food and entertainment. Californians are viewed as friendly, welcoming, accommodating, casual, easy-going, happy people. Importantly, travelers appeared to thoroughly enjoy visiting the State, finding it delivered on expectations and, for some, exceeded them. California continues to delight multiple-visit travelers.

Some weaknesses were identified including the sheer size of State – while it is appreciated, it can be somewhat daunting for travelers. Additionally, traffic/congestion/smog (primarily relating to Southern California) and cost were also mentioned.

The in-the-moment interviews yielded four consistent areas of interest for respondents that reinforce the current strategic direction.

ABUNDANCE	OPPORTUNITY/DISCOVERY	FREEDOM	UNIQUE LIFESTYLE
<ul style="list-style-type: none">• Awe-inspiring• Everything imaginable in one place• Ultimate playground• Great range/choice of things to see, eat, drink, experience	<ul style="list-style-type: none">• Anything is possible• Pioneering spirit• Place where many trends start• Place where one can experience/ discover new things	<ul style="list-style-type: none">• Progressive place, very open-minded• Where one can express themselves and behave a little differently• Lifestyle and weather combine to give visitors freedom of choice to do what they want, when they want	<ul style="list-style-type: none">• Unique to California and different than anywhere else• Happy, friendly, open, welcoming, laid-back, non-judgmental, highly individualistic, good balance of work and play, healthy, active, beautiful

These themes were explored in Phase II of the research to determine if any of them resonated with consumers and which were unique and ownable claims for the State.

PHASE II

Consumer Focus Groups

Several projective techniques were used to uncover the deeper, more emotional connections consumers have with California. Many of the same exercises were conducted in the '97 focus groups providing direct contrast to the '07 learning. The exercises consisted of the following:

1. Pre-group homework "postcard" exercise where consumers were asked to describe their vacation experience to someone back home.
2. Pre-group "personification" exercise where consumers were asked to describe California as if it were a person.
3. In-group "collage" exercise where consumers used images and words from popular magazines to depict the ideal vacation experience.
4. In-group "collage" exercise where consumers used images and words from popular magazines to depict the California vacation experience.
5. In-group "drawing" exercise to sum up what made California unique from other destinations.
6. In-group exercise to describe California to a space alien, depicting the State to someone who had never been to earth.

Regional differences that arose in the groups related primarily to geography and social issues. For longer haul markets (New York, Atlanta and Chicago) distance from California is seen as an obstacle making it a planned versus spontaneous trip (which it is for Dallas or Seattle). Chicago, New York and Seattle are more upscale in nature, sophisticated and well-traveled, while Atlanta and Dallas tend to be more conservative and view California more stereotypically. Despite these differences, there was significant common ground across all groups.

Consumers' reasons for not visiting California are rationally, not emotionally driven.

When asked why they had not been to California or returned, the most commonly cited reasons, particularly for the further away markets, was the expense, the distance (especially if there were kids involved) and the time commitment. For longer haul markets, the State is not seen as a getaway destination. Additionally, the vast size of California was seen as too daunting when trying to decide where to go and what to do, especially if consumers were unfamiliar with the State.

Regarding seasonality, the most ideal Spring/Summer vacations revolve around the beach and the most ideal Fall/Winter vacations include snow, comfort (fires, comfort food, etc.) or escaping the cold depending upon place of residence.

In terms of California's key differentiating rational and emotional attributes, the remaining projective techniques (postcard, personification, drawing and space alien exercises) combined confirmed much of the learning from the '97 qualitative research. The new '07 learning provides nuances to the State's positioning and strategic direction to give California a more unique and powerful brand platform.

Due to California's diverse and abundant offerings, the State was still seen to be synonymous with and deliver on the ideal vacation experience.

Most importantly, it continues to over-deliver on the intangible, more emotional drivers that lead to consumers' mystique of and connection with California.

The exercises revealed that, from a rational standpoint, California is recognized for a wide range of exceptional attributes: scenic and natural beauty, idyllic weather/climate, entertainment, cuisine, people, geography, topography amenable to outdoor pursuits, sheer size, range of attractions and things to do, icons, fabulous wealth/affluence, and a distinct food and wine culture.



From the "drawing" exercise

"I am taking a 'food vacation' to Los Angeles. Why LA? LA is one of the best 'food cities' in the USA and also the world. In particular, LA has the best sushi in the entire world, outside of Japan."

[Seattle past visitor – from the "postcard" exercise]



From the "drawing" exercise

New learning reveals that Hollywood, food and wine, and select icons are viewed as an integral part of the California lifestyle.

There were several key differences in the '07 learning when compared to past qualitative learning.

- Fewer landmarks were considered to truly be icons. Motivating icons were limited to the Golden Gate Bridge, the Hollywood sign and the California coastline (the longest, longest coast). Additionally, California's sun is also seen as an icon.
- The culinary travel theme was much more pronounced than in the past. While the global culinary travel theme continues to drive consumers interest in food and wine, in California it is now seen as part of the lifestyle and not merely an activity that you do on vacation. The State is given credit for having the best culinary experience because it has several core differentiators that separate it from other states – organic, fresh, sustainable, home-grown (literally on premise), innovative, climate-driven, pioneering and diverse.
- Though California is still viewed as liberal and progressive, the perception of the State as a "wacky, land of fruits and nuts" was far less pronounced than in the past.
- There is much greater emphasis on the State's wealth and affluence.

"I have a lifestyle that even celebrities envy. I just turned half a century and, for my 50th birthday, I bought myself a brand new black Bentley GT. Tonight I've asked our chef to make our favorite meal – filet mignon, asparagus tips and mashed potatoes, with a bottle of Cristal. Life is good."

[Dallas prospect – from the "personification" exercise]



From the "drawing" exercise

- Fascination with Hollywood, the entertainment business and celebrities has never been greater.
- The sheer size of the State and the breadth of its offerings, while highly positive in most respects, is considered overwhelming and to present challenges when contemplating a trip to California.

The exercises, largely designed to get consumers to depict California in more emotional terms that truly differentiate the State, confirmed that the strategic direction has never been more solid. California's brand character and true differentiator – the "California Attitude" – is more relevant and motivating than ever before.



ABUNDANCE/LAND OF CONTRASTS

California is a place that has more of anything you can name than any other state. It is described as a multi-layered experience comprised of a blend of different attitudes, climates, and cultures where one can experience “extremes” not found anywhere. From LA/Hollywood’s glitz and glamour to San Francisco’s sophistication to Napa/Sonoma’s rustic elegance.

"Mr. California seems to be a different person each time I interact with him. Sometimes he seems a city type, sometimes a rugged outdoor type. . . He drove in with the top down on his convertible, wearing sunglasses, and drinking bottled water. When he left, I saw him drive away in an SUV, eating potato chips, and wearing a baseball cap. I just can't figure this guy out."

[Atlanta prospect – from the “postcard” exercise]



THE GOLDEN STATE

The idea that California is the “Best of America” – the best of all that is good in life and a place where dreams come true. It possesses the best scenery, best food and wine, best indulgences (hotels, spas, etc.), best climate/sunshine, best and longest coastline.

“It’s everything that we’ve divided into smaller-defined states on the east coast under one governor. Like the weather, trends move eastward from California – it can truly set the tone for the rest of the U.S... It keeps the rest of us distantly fascinated. It’s everything all in one.”

[New York past visitor – from the “space alien” exercise]

This new learning provides the State with a refined and more powerful position.

Different than the '97 findings, consumers in '07 described the State's key assets as not just diverse, but as abundant and superlative in nature. They believe that California has the most (diversity) and the best of what life has to offer. "Abundance" as a position distinguishes California from other states (that also claim diversity) and provides a competitive advantage that only California can own.

"Abundance of anything. You can shop and find anything. You can do any sort of activity you can think of. There's abundance of land. If you want to go to the desert, you can go. You can take it to a lot of levels."

[Seattle past visitor – reaction to "opportunity themes"]

The current brand platform – the "California Attitude" – is still highly motivating and differentiating.

The current research also reinforced the notion that the California lifestyle, or "California Attitude" (Californian's unique approach and attitude toward life), is not only unique, but also highly desirable and motivating for leisure travelers. Consumers want to experience the State's lifestyle, either from an observatory or participatory standpoint. They can see things they would not in their regular environment and try things that are out of the norm. They want to become a Californian, if only for a short time. The California lifestyle was also described as an envious lifestyle, something that consumers had voyeuristic desires about, and a place they had to see or experience for themselves to really believe it.

"You go to California to be whatever you want to be."

[Dallas prospect – reaction to "opportunity themes"]

California is associated with luxury and trend-forward lifestyle brands.

When asked to name brands that would be associated with California, consumer responses fell into five main categories: automotive, fashion, entertainment, technology and food/wine products. The most frequent mentions tended to be luxury brands reflecting the perception that California is a wealthy state.

- Car culture: BMW, Mercedes, Lexus, Lamborghini, Maserati, Porsche, Rolls Royce, Mustang, "convertibles"
- Fashion trendsetter: Juicy Couture, Oakley, Gap, Prada, Versace, Gucci, Armani, Kenneth Cole, Chrome Hearts, Rodeo Drive
- Technology leader: Cisco, Google, Apple, Yahoo
- Entertainment epicenter: Disney, Paramount, Capitol, Universal
- Food and wine capitol: In 'n' Out Burger, sushi, Odwalla, Ghirardelli, Robert Mondavi
- Not-exactly mainstream America: Birkenstock, Sketchers, Craigslist.com, flip-flops, tofu, Quicksilver, Prius

The current television spot – “Do you feel lucky?” – was seen to sum up California’s key assets and unique lifestyle.

California’s current television spot – “Do you feel lucky?” – was also tested across all markets. The spot received highly positive reactions and was considered compelling and motivating.

“They were happy to be there, they were living large. Diverse, entertainment, beach, skiing – bang, bang, bang. It just hit you. It put enough in your mind to make you want to look and want a little more.”

[New York past visitor]

“Go there, relax and find yourself again.”

[Chicago prospect]

The Internet is a key tool in selling California.

Leisure travelers now utilize the Internet as a primary planning tool as compared to the '97 study. Search engines such as Google and Yahoo are often the starting point, as well as sites like Travelocity, Expedia, Hotels.com and Priceline. Once the destination is selected, many consumers indicate they undertake city-specific searches, but few reported visiting official state websites suspecting they were biased or had an agenda. In order to dig into a destination, most preferred to interact with their peers on sites like Trip Advisor.

In terms of selling or packaging California to consumers, four key hot buttons arose.

- Plan it for me
- Match a trip to my interests
- Give me the inside scoop
- Give me a deal

When asked what types of information about California would be most useful and how it should be presented, consumers specified the following:

- Trip itineraries by traveler type (families, groups, couples, etc.)
- Trip itineraries based on favored activities (wine lovers, foodies, events, etc.)
- Regional tours (Wine Country, Central Coast)
- Concierge service to customize vacations to suit individual proclivities
- Event calendars, entertainment guides, top-rated restaurants, access to California's truly unique and unusual offerings, what's hip, "insider" information
- Logistical help (time needed to tour a region, drive and travel time between cities, best routes, various modes of transport available)
- Travel incentives (discount on hotels, airlines, car rentals, meals)
- Unedited traveler commentaries and reviews
- Comprehensive list of restaurants, hotels, tours...not just those that pay to be advertised on the site

Available for download at <http://www.visitcalifornia.com/research>:

- 2007 Qualitative Research Executive Summary
- In-the-Moment Interviews Video
- Focus Groups Video

SHOP California



Shop California

Program Launch Date: On-going

Summary

Shop California was established in cooperation with CTTC to develop strategic initiatives that showcase California as the premier shopping destination and to increase retail spending within the state and generating additional tax revenues from increased retail

- Program Budget - \$100K (\$50K from Commission \$50K matching funds)
- Measures of Success –
 1. Reaching Matching Fund Goal of \$50K
 2. Increased visitations to Shop California Website
 3. Increased package bookings on Shop California and sister sites featuring these packages, i.e. ShopAmericaTours, visitcalifornia.com, as well as on-line agencies such as Travelocity and Expedia

Target Audience

Consumers Worldwide

Objectives/Reach

- Added Value dynamic packaging to increase participation in cultural and shopping activities
- Increase of visitation to California from surrounding states
- Provide incentives to wholesalers to include added value packages in product offering

Measures of Success

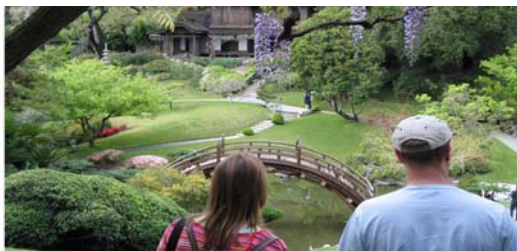
- Value of exposure through partners
- Number of bookings
- Website visits and downloads over promotion time period
- Partner Satisfaction

Results & Accomplishments

- Secured cultural, heritage, dining, and shopping partners in every region of California
- Developed Sales Sheet for POW WOW Buyers
- Participated in New York Media Event with Sales Sheet and Press Release

Program Contacts

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HATS, BAGS and EATS!

HATS - History, Arts, Tours and Shopping

BAGS - Botanical Arts, Gardens and Shopping

EATS - Epicurean Arts, Tours and Shopping

Make your next getaway exceptional when you book one of our fabulous HATS, BAGS and EATS packages. Enjoy the "best of" cultural experiences in each of California's tourism regions combined with special VIP shopping and dining offers. HATS, BAGS and EATS packages are flexible, fun and easy on your budget. Just click on the map or region to view and book your package. Then pack your BAGS, grab your HATS and prepare to savor the EATS and thrill of the road.

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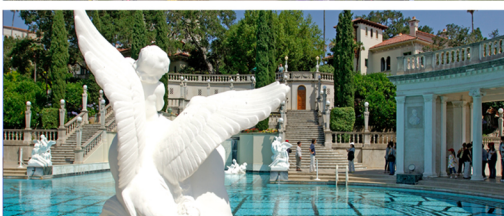
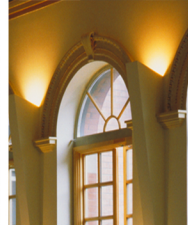
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SHOP
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Experience California's Culture, History, Gardens, Arts, Shopping and Dining in a fun new way!



HATS, BAGS and EATS At-a-Glance

North Coast

- Mendocino Botanical Gardens, Grace Hudson Museum, Wildwood Gardens Nursery & Sculpture Gardens & Petaluma Village Premium Outlets
- Schulz Museum, Sebastiani Vineyards & Petaluma Village Premium Outlets

San Francisco Bay Area

- Asian Art Museum, All About Chinatown Walking Tour & Macy's
- de Young Museum, Legion of Honor, SF Botanical Gardens & Macy's
- CityPass, SF Opera, Yerba Buena Center for the Arts & Macy's
- Ferry Building, Boudin Bakery, Ghirardelli & Macy's
- Napa - Copia, Napa River Inn, Napa Opera & Napa Premium Outlets
- Napa - Copia, Napa Opera House, & Napa Premium Outlets
- PIER 39, Wax Museum & Macy's
- San Jose - Foli Estate, Harley Farms & Gilroy Premium Outlets

Central Coast

- Carmel Walks, Sunset Cultural Center, Carmel Plaza & La Playa Hotel
- Monterey Bay Aquarium, Roaring Camp Railroad, Gilroy Premium Outlet & Winchester Mystery House
- Santa Barbara Inn Shopping Package & LaCumbre Plaza
- Wine'Adventures Tour & Camarillo Premium Outlets

Los Angeles

- The Huntington & Glendale Galleria - Tea & Tour
- Getty Center & Beverly Center
- Walt Disney Concert Hall & LA Fashion District
- Pasadena Walking & Urban Shopping Tour & Pacific Asia Museum
- Rodeo Drive Urban Shopping Tour

Shasta Cascade

- Shasta Caverns, Turtle Bay Park, Siskiyou County Museum, Brown Trout Gallery, Tehama County Museum, & Prime Outlets

Gold Country

- Columbia City Hotel, Sierra Repertory Theatre & Mt. Brow Winery
- Sacramento - Crocker Museum, CA State Railroad Museum, Governor's Mansion State Historic Park, Arden Fair
- Folsom - Folsom History Museum, Folsom Premium Outlets, Downtown Folsom & Gekkeikan Sake Tour/Tasting

High Sierra

- Yosemite Mountain Sugar Pine Railroad, Mining & Mineral Museum, Mariposa Museum & History Center & Hilmar Cheese Company Visitors Center
- Mammoth Ski Museum, Bodie Ghost Town, Mono Lake & First Street Leather
- Truckee—Village of Squaw, Truckee Historic Town Center & First Street Leather

Central Valley

- Vacaville - Vacaville Museum, Jelly Belly, Western Railroad Museum & Vacaville Premium Outlets
- Fresno - Squaw Valley Herb Gardens, Kearney Mansion Museum, Victoria Rose Cottage Restaurant & Fashion Fair Mall

Deserts

- Palm Springs Art Museum, Desert Hills Premium Outlets & Living Desert Museum
- Mission Inn & Cabazon Outlets

Inland Empire

- Riverside Museum of Art, Lake Elsinore Outlets & California Citrus State Historic Park
- Mission Inn

Orange County

- Segerstrom Center for Performing Arts & South Coast Plaza
- Santa Ana - Bowers Museum of Cultral Art & Bowers Kidseum

San Diego

- Balboa Park & Macy's
- Lavender Fields & Carlsbad Premium Outlets



PACKAGES ARE SOLD BY LEADING RECEPTIVE TOUR OPERATORS

Or there are three booking options:

- www.VisitCalifornia.com
- Book at the discounted Travel Agent Rate utilizing your company credit card at www.ShopAmericaTours.com and enter promo code: TravTrade
- Contract directly with Shop America Tours for the Net Rate. Email ShopAmericaTours@aol.com

HATS, BAGS & EATS Packages are subject to change.

Please visit VisitCalifornia.com or ShopAmericaTours.com for current packages.

Treasure Hunt Sweepstakes



Treasure Hunt Sweepstakes

Program Launch Date: May 1, 2007 to September 30, 2007

Summary

A regional family/middle market promotion to drive people to the California attractions

Regional co-op partners in the Western states will give “Treasure Keys” each time people visit their places of businesses, creating excitement and frequency for the partners. The Treasure Key will have something for everyone: a California vacation reward for \$25-\$200 good toward a California vacation (good for 2 years) and downloadable offers for participating California attractions.

Upon registration for the California reward, each person will be automatically entered in a sweepstakes will give all entrants a chance at fabulous prizes, including California adventure travel packages, attractions and family vacations.

Corporate retail partners include: Longs Drug Stores giving out physical California Treasure Hunt card-keys and Southwest Airlines providing a direct electronic banner-link on every e-ticket to or through California.

Target Audience

Consumers

Objectives/Reach

- Regional marketing driving people to the California attractions
 - (Primary focus on CA Fun Spots Platinum Members)
- Increase of visitation to California from surrounding states

Measures of Success

- Value of exposure through partners
- Website visits and downloads over promotion time period
- Redemptions of vouchers
- Partner Satisfaction

Results & Accomplishments

- Secured Southwest Airlines and Longs Drugs as Corporate Sponsors
- Developed Branded California Treasure Hunt Card-Key for Distribution (see below)

- Developed Branded California Treasure Hunt insert for inclusion in one million California Drives Guides
- Developed Branded :15 spot for bonus television promotion in key primary markets
- Developed Branded California Treasure Hunt rack card for distribution in primary markets
- Developed Branded Banners for on-line [promotions](#)



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PARTICIPATING *Treasure Hunt* ATTRACTIONS

SHASTA CASCADE

- California Parks Company, Red Bluff
- California Welcome Center, Anderson
- Lake Shasta Caverns, Lake Shasta
- Mt. Shasta Chamber of Commerce, Mt. Shasta
- Plumas County Visitors Bureau, Quincy
- Redding Convention & Visitors Bureau, Redding
- Shasta Cascade Wonderland Association, Anderson
- Shasta Sunset Dinner Train, McCloud
- Turtle Bay Exploration Park, Redding
- Weaverville Joss House State Historic Park, Redding

NORTH COAST

- Fort Ross State Historic Park, Jenner
- Safari West, Santa Rosa
- Skunk Train, Fort Bragg

BAY AREA

- Angel Island State Park, San Francisco
- de Young Museum, San Francisco
- Hornblower Cruises & Events, San Francisco
- Legion of Honor, San Francisco
- Lindsay Wildlife Museum, Walnut Creek
- Ripley's Believe It or Not! Museum, San Francisco
- Roaring Camp Railroads, Felton
- Rosicrucian Egyptian Museum & Planetarium, San Jose
- San Francisco Zoo, San Francisco
- Santa Cruz Mission State Historic Park, Santa Cruz
- Six Flags Discovery Kingdom, Vallejo
- The Tech Museum of Innovation, San Jose
- Wax Museum at Fisherman's Wharf, San Francisco
- Wells Fargo History Museum, San Francisco
- Winchester Mystery House, San Jose

CENTRAL COAST

- A Taste of Monterey Wine Visitors Center, Monterey
- A Taste of Monterey Wine Visitors Center, Salinas
- Avery Art Gallery, Seaside
- Bayonet & Black Horse Golf Club, Seaside
- California Welcome Center, Pismo Beach
- Carmel Plaza, Carmel
- Chris' Fishing Trips & Whale Watching Tours, Monterey
- Culinary Center of Monterey, Monterey
- Earthbound Farm, Carmel Valley
- Elkhorn Slough Safari Tours, Moss Landing
- Fillmore & Western Railway Company, Fillmore
- Hearst Castle®, Hearst San Simeon State Historical Monument, San Simeon
- Jim Hall Kart Racing School, Oxnard
- Laguna Seca Golf Ranch, Monterey



- Monterey Bay Aquarium, Monterey
- Monterey Movie Tours, Monterey
- Monterey Museum of Art, Monterey
- Monterey State Historic Park, Monterey
- National Steinbeck Center, Salinas
- Princess Monterey Whale Watching, Monterey
- Randy's Fishing Trips and Whale Watching, Monterey
- Santa Barbara Museum of Natural History, Santa Barbara
- Santa Barbara Museum of Natural History Ty Warner Sea Center, Santa Barbara
- Solvang Conference & Visitors Bureau, Solvang
- Ventura Convention & Visitors Center, Ventura
- Ventura Harbor Village/Island Packers: Boat Trips to the Channel Islands National Park, Ventura
- Wild Things/Vision Quest Ranch, Salinas

CENTRAL VALLEY

- Colonel Allensworth State Historic Park, Tulare
- Jelly Belly Candy Factory & Visitor Center, Fairfield
- Kern County Museum, Bakersfield
- Nut Tree Family Park, Vacaville
- Sacramento RiverTrain, Woodland
- Sierra Dinner Train, Oakdale

GOLD COUNTRY

- Aerospace Museum of California, Sacramento
- Black Chasm Cavern, National Natural Landmark, Volcano
- California Cavern, State Historic Landmark, Mountain Ranch
- California Museum for History, Women & the Arts, Sacramento
- Columbia State Historic Park, Sonora
- Greenhorn Creek Resort, Angels Camp
- Ironstone Vineyards, Murphys
- Moaning Cavern, Vallecito
- O.A.R.S. - Outdoor Adventure River Specialists, Angels Camp
- Sacramento Zoo, Sacramento
- Sutter Gold Mine, Sutter Creek
- Sutter's Fort State Historic Park, Sacramento
- Tributary Whitewater Tours, Coloma

HIGH SIERRA

- Bodie State Historic Park, Bridgeport
- Eastern California Museum, Independence
- Laws Railroad Museum, Bishop
- Yosemite Mountain Sugar Pine Railroad, Fish Camp

DESERTS

- Anza-Borrego Desert State Park, Borrego Springs
- CopyKatz Showroom & Backstage Bistro, Palm Springs
- Elite Land Tours, Palm Springs
- Palm Springs Aerial Tramway, Palm Springs
- Palm Springs Air Museum, Palm Springs
- Palm Springs Art Museum, Palm Springs
- Route 66 Mother Road Museum, Barstow

INLAND EMPIRE

- Air Museum Planes of Fame, Chino
- Big Bear Lake Resort Association, Big Bear Lake
- California Citrus State Historic Park, Riverside
- Idyllwild Bureau of Tourism, Idyllwild



- Ramona Bowl Amphitheater & Pageant, Hemet
- Riverside Metropolitan Museum, Riverside
- San Bernardino County Museum, Redlands

LOS ANGELES

- Aquarium Of The Pacific, Long Beach
- Catalina Express, Long Beach, San Pedro, Dana Point to Catalina Island
- Hornblower Cruises & Events, Los Angeles - Marina del Rey
- The Huntington Library, Art Collections and Botanical Gardens, San Moreno
- Los Angeles Zoo, Los Angeles
- The Museum of Contemporary Art, Los Angeles
- Museum of Latin American Art, Long Beach
- Ripley's Believe It or Not! Museum, Hollywood
- Universal Studios Hollywood®, Los Angeles
- Will Rogers State Historic Park, Malibu

ORANGE COUNTY

- Discovery Science Center, Santa Ana
- Disneyland® Resort, Anaheim
- Hornblower Cruises & Events, Newport Beach
- Huntington State Beach, Costa Mesa
- Knott's Berry Farm, Buena Park
- Laguna Art Museum, Laguna Beach
- Ocean Institute, Dana Point
- Pirate's Dinner Adventure, Buena Park
- Wild Rivers Waterpark, Irvine

SAN DIEGO

- Belmont Park, Mission Beach in San Diego
- Hornblower Cruises & Events, San Diego
- LEGOLAND® California, Carlsbad
- Old Town San Diego State Historic Park, San Diego
- San Diego Zoo, San Diego
- San Diego Zoo's Wild Animal Park, San Diego
- SeaWorld® San Diego, San Diego



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ONE of THREE ULTIMATE
California Getaways

Go to **visitcalifornia.com/treasure** to enter

california
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For a complete list of *Treasure Key*
locations, go to **visitcalifornia.com/treasure**

the California TREASURE HUNT SWEEPSTAKES

HOW TO PLAY:

1. Visit one or more of California's Treasure Hunt Partner locations – Longs Drugs, Southwest.com and any California Welcome Center – to receive California Treasure Keys.
2. Go to visitcalifornia.com/treasure and enter the key's code to get:
 - Sweepstakes entry for one of three Ultimate California Getaways
 - California Rewards "dollars" good for savings at California hotels
 - Savings coupons for California's attractions
3. The more attractions you visit, the more chances you have to win...and the more California Rewards you get!

FOR MORE INFORMATION ABOUT THE CALIFORNIA TREASURE HUNT SWEEPSTAKES, INCLUDING THE OFFICIAL RULES, A COMPLETE LISTING OF PRIZES AND CALIFORNIA TREASURE KEY LOCATIONS, GO TO:

visitcalifornia.com/treasure

No purchase necessary. Restrictions may apply.



LEGEND	
X	Treasure Key Locations*
ⓧ	California Welcome Centers
ⓧ	California State Parks
1	Anaheim
2	Oakland
3	Redding
4	Sacramento
5	San Francisco
6	Santa Barbara

Map is for guidance only-not to scale

* For specific treasure key location information go to visitcalifornia.com/treasure



Win ONE of THREE ULTIMATE California Getaways

HOLLYWOOD STAR STUDDED VACATION

- Roundtrip airfare for up to four people on Southwest Airlines
- 3 nights accommodations in luxury hotel
- Tickets to a Hollywood movie premiere
- Limousine transportation
- Tickets to participating LA area attractions



ULTIMATE CALIFORNIA SPA VACATION

- Roundtrip airfare for two people on Southwest Airlines
- 3 nights accommodations at luxury spa resort
- Full service spa treatment for two
- Dinner for two
- Tickets to participating area attractions



ULTIMATE CALIFORNIA SKI VACATION

- Roundtrip airfare for up to four people on Southwest Airlines
- 3 nights luxury accommodations
- 4 lift tickets
- Two pair of K2 skis

Turn the page for participating attractions

PARTICIPATING *Treasure Hunt* ATTRACTIONS

SHASTA CASCADE

- California Parks Company, Red Bluff
- California Welcome Center, Anderson
- Lake Shasta Caverns, Lake Shasta
- Mt. Shasta Chamber of Commerce, Mt. Shasta
- Plumas County Visitors Bureau, Quincy
- Redding Convention & Visitors Bureau, Redding
- Shasta Cascade Wonderland Association, Anderson
- Shasta Sunset Dinner Train, McCloud
- Turtle Bay Exploration Park, Redding
- Weaverville Joss House State Historic Park, Redding

NORTH COAST

- Fort Ross State Historic Park, Jenner
- Safari West, Santa Rosa
- Skunk Train, Fort Bragg

BAY AREA

- Angel Island State Park, San Francisco
- de Young Museum, San Francisco
- Hornblower Cruises & Events, San Francisco
- Legion of Honor, San Francisco
- Lindsay Wildlife Museum, Walnut Creek
- Ripley's Believe It or Not! Museum, San Francisco
- Roaring Camp Railroads, Felton
- Rosicrucian Egyptian Museum & Planetarium, San Jose
- San Francisco Zoo, San Francisco
- Santa Cruz Mission State Historic Park, Santa Cruz
- Six Flags Discovery Kingdom, Vallejo
- The Tech Museum of Innovation, San Jose
- Wax Museum at Fisherman's Wharf, San Francisco
- Wells Fargo History Museum, San Francisco
- Winchester Mystery House, San Jose

CENTRAL COAST

- A Taste of Monterey Wine Visitors Center, Monterey
- A Taste of Monterey Wine Visitors Center, Salinas
- Avery Art Gallery, Seaside
- Bayonet & Black Horse Golf Club, Seaside
- California Welcome Center, Pismo Beach
- Carmel Plaza, Carmel
- Chris' Fishing Trips & Whale Watching Tours, Monterey
- Culinary Center of Monterey, Monterey
- Earthbound Farm, Carmel Valley
- Elkhorn Slough Safari Tours, Moss Landing
- Fillmore & Western Railway Company, Fillmore
- Hearst Castle®, Hearst San Simeon State Historical Monument, San Simeon
- Jim Hall Kart Racing School, Oxnard
- Laguna Seca Golf Ranch, Monterey
- Monterey Bay Aquarium, Monterey
- Monterey Movie Tours, Monterey
- Monterey Museum of Art, Monterey
- Monterey State Historic Park, Monterey
- National Steinbeck Center, Salinas
- Princess Monterey Whale Watching, Monterey
- Randy's Fishing Trips and Whale Watching, Monterey
- Santa Barbara Museum of Natural History, Santa Barbara
- Santa Barbara Museum of Natural History Ty Warner Sea Center, Santa Barbara
- Solvang Conference & Visitors Bureau, Solvang
- Ventura Convention & Visitors Center, Ventura
- Ventura Harbor Village/Island Packers: Boat Trips to the Channel Islands National Park, Ventura
- Wild Things/Vision Quest Ranch, Salinas

CENTRAL VALLEY

- Colonel Allensworth State Historic Park, Tulare
- Jelly Belly Candy Factory & Visitor Center, Fairfield
- Kern County Museum, Bakersfield
- Nut Tree Family Park, Vacaville
- Sacramento RiverTrain, Woodland
- Sierra Dinner Train, Oakdale

GOLD COUNTRY

- Aerospace Museum of California, Sacramento
- Black Chasm Cavern, National Natural Landmark, Volcano
- California Cavern, State Historic Landmark, Mountain Ranch
- California Museum for History, Women & the Arts, Sacramento
- Columbia State Historic Park, Sonora
- Greenhorn Creek Resort, Angels Camp
- Ironstone Vineyards, Murphys
- Moaning Cavern, Vallecito
- O.A.R.S. - Outdoor Adventure River Specialists, Angels Camp
- Sacramento Zoo, Sacramento
- Sutter Gold Mine, Sutter Creek
- Sutter's Fort State Historic Park, Sacramento
- Tributary Whitewater Tours, Coloma

HIGH SIERRA

- Bodie State Historic Park, Bridgeport
- Eastern California Museum, Independence
- Laws Railroad Museum, Bishop
- Yosemite Mountain Sugar Pine Railroad, Fish Camp

DESERTS

- Anza-Borrego Desert State Park, Borrego Springs
- CopyKatz Showroom & Backstage Bistro, Palm Springs
- Elite Land Tours, Palm Springs
- Palm Springs Aerial Tramway, Palm Springs
- Palm Springs Air Museum, Palm Springs
- Palm Springs Art Museum, Palm Springs
- Route 66 Mother Road Museum, Barstow

INLAND EMPIRE

- Air Museum Planes of Fame, Chino
- Big Bear Lake Resort Association, Big Bear Lake
- California Citrus State Historic Park, Riverside
- Idyllwild Bureau of Tourism, Idyllwild
- Ramona Bowl Amphitheater & Pageant, Hemet



- Riverside Metropolitan Museum, Riverside
- San Bernardino County Museum, Redlands

LOS ANGELES

- Aquarium Of The Pacific, Long Beach
- Catalina Express, Long Beach, San Pedro, Dana Point to Catalina Island
- Hornblower Cruises & Events, Los Angeles - Marina del Rey
- The Huntington Library, Art Collections and Botanical Gardens, San Marino
- Los Angeles Zoo, Los Angeles
- The Museum of Contemporary Art, Los Angeles
- Museum of Latin American Art, Long Beach
- Ripley's Believe It or Not! Museum, Hollywood
- Universal Studios HollywoodSM, Los Angeles
- Will Rogers State Historic Park, Malibu

ORANGE COUNTY

- Discovery Science Center, Santa Ana
- Disneyland® Resort, Anaheim
- Hornblower Cruises & Events, Newport Beach
- Huntington State Beach, Costa Mesa
- Knott's Berry Farm, Buena Park
- Laguna Art Museum, Laguna Beach
- Ocean Institute, Dana Point
- Pirate's Dinner Adventure, Buena Park
- Wild Rivers Waterpark, Irvine

SAN DIEGO

- Belmont Park, Mission Beach in San Diego
- Hornblower Cruises & Events, San Diego
- LEGOLAND® California, Carlsbad
- Old Town San Diego State Historic Park, San Diego
- San Diego Zoo, San Diego
- San Diego Zoo's Wild Animal Park, San Diego
- SeaWorld® San Diego, San Diego



👉 *Win* 👈
ONE of THREE
ULTIMATE
California
Getaways



the
California
TREASURE HUNT
SWEEPSTAKES

For a complete list of Treasure Key locations, go to
visitcalifornia.com/treasure

To enter, go to
visitcalifornia.com/treasure

the California TREASURE HUNT SWEEPSTAKES

HOW TO PLAY:

1. Visit one or more of California's Treasure Hunt Partner locations – Longs Drugs, Southwest.com and any California Welcome Center – to receive California Treasure Keys.
2. Go to visitcalifornia.com/treasure and enter the key's code to get:
 - Sweepstakes entry for one of three Ultimate California Getaways
 - California Rewards "dollars" good for savings at California hotels
 - Savings coupons for California's attractions
3. The more attractions you visit, the more chances you have to win...and the more California Rewards you get!

FOR MORE INFORMATION ABOUT THE CALIFORNIA TREASURE HUNT SWEEPSTAKES, INCLUDING THE OFFICIAL RULES, A COMPLETE LISTING OF PRIZES AND CALIFORNIA TREASURE KEY LOCATIONS, GO TO: visitcalifornia.com/treasure

california
FIND YOURSELF HERE

Win ONE of THREE ULTIMATE California Getaways

HOLLYWOOD STAR STUDED VACATION

- Roundtrip airfare for up to four people on Southwest Airlines
- 3 nights accommodations in luxury hotel
- Tickets to a Hollywood movie premiere
- Limousine transportation
- Tickets to participating LA area attractions



ULTIMATE CALIFORNIA SPA VACATION


- Roundtrip airfare for two people on Southwest Airlines
- 3 nights accommodations at luxury spa resort
- Full service spa treatment for two
- Dinner for two
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ULTIMATE CALIFORNIA SKI VACATION

- Roundtrip airfare for up to four people on Southwest Airlines
- 3 nights luxury accommodations
- 4 lift tickets
- Two pair of K2 skis



No purchase necessary. Restrictions may apply.

Turn the page for participating attractions 

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ORANGE COUNTY

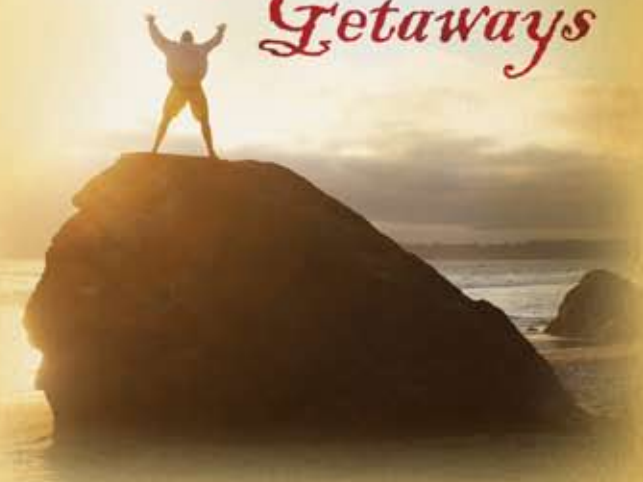
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Win
ONE of THREE
ULTIMATE
California
Getaways



For a complete list of Treasure Key locations, go to
visitcalifornia.com/treasure

To enter, go to
visitcalifornia.com/treasure

CTTC - "Treasure Hunt" :15 TV

MeringCarson



Open on an old map with the Treasure Hunt logo. It unfolds (or unrolls). The camera zooms in on the parchment flying past the map of California.

MUSIC: CTTC music throughout

ANNCR: Introducing the California Treasure Hunt Sweepstakes...



The camera moves past the state and stops on a graphic as it finishes being written out.

GRAPHIC: WIN ONE OF THREE ULTIMATE CALIFORNIA GETAWAYS

ANNCR: ...where you can win one of three...



The camera moves to a photo of a woman stepping out of a limo with the graphic "Hollywood Star Studded Vacation." Two other photos with graphics quickly follow in succession.

ANNCR: ...Ultimate California Getaways.



Camera moves to a treasure chest. It flies open and a few gold coins fly. A \$50 California Rewards Card pops up from the mound of gold.

ANNCR: Also, receive "Rewards Dollars" good for savings at...



Camera zooms out to reveal the California map. A big 'X' is drawn over the map and the logo appears over both the map and 'X'.

ANNCR: ...California hotels and attractions.

LEGAL: No purchase required. Restrictions may apply. Go to visitcalifornia.com/treasure for official rules.



The Camera moves down to reveal the URL. The California logo then appears along with the sponsor logos. A cursor appears on screen and double clicks the URL.

ANNCR: Go to visitcalifornia.com/treasure to play.

California Fun Spots



California Fun Spots

Program Launch Date: On-Going

Summary

California Fun Spots is a multi-faceted, integrated promotional program featuring several of California's leading family attractions. As the California Travel and Tourism Commission's longest-running co-operative marketing program, California Fun Spots represents a consistent 16+ year partnership commitment between the CTTC and many of California's most-visited and best-known family attractions. Most importantly, California Fun Spots' brand is a well regarded and familiar tourism brand with a measurable advertising and promotions program driven by Internet and traditional distribution channels reaching millions of motivated travel consumers each year. Until this past fiscal year the Fun Spots cooperative was limited to only those attractions with large budgets, however, this past year a multi-level buy-in program was established which expanded the membership from 6 attractions to 49 attractions and a corporate sponsor, Best Western Hotels.

Target Audience

Consumers

Objectives/Reach

- Regional marketing driving people to the California attractions
- Increase of visitation to California attractions from surrounding states
- Increase visibility of California Attractions through integration in California branded tactics

Measures of Success

- Value of exposure to partners through promotional elements
- Number of Database of registrations
- Website visits and downloads over promotion time period
- Redemptions of vouchers
- Partner Satisfaction

Results & Accomplishments

- Anchored California Fun Spots Promotion into California Treasure Hunt Promotion
- Developed Branded California Treasure Hunt Card-Key for Distribution (see below)
- Developed Branded California Fun Spots insert for inclusion in Good Housekeeping – 840,000 Distribution

- Developed Branded California Funs Spots half-page Advertisement in “Discover America” TIA’s Official Visitor Guide with one million distribution in international markets
- Developed California Branded Fun Spots Search Engine Marketing Campaign (see attached results)



Program Contacts

Susan Wilcox, Chief Deputy Director
CTTC
916 319 5412
Swilcox@visitcalifornia.com



California Fun Spots Google: March 19 – April 8 2007

Full Report Observations:

Gross Media: \$47,500

Campaign Duration: 21 Days

Total Site Visits: 12,377

Total Paid Visits: 8,906 (72% of Total visitors driven by PPC program)

Conversion Rate: 3.74% (Of Google PPC visitors registered for coupon download)

Overview:

The goal here was to bring well targeted visitors to this site in an effort to capture registration data through coupon(s) download.

We were able to track conversions of these downloads and ended up with nearly 4% of the visitors attracted through paid-search registering to download these coupons - roughly 350 visitors.

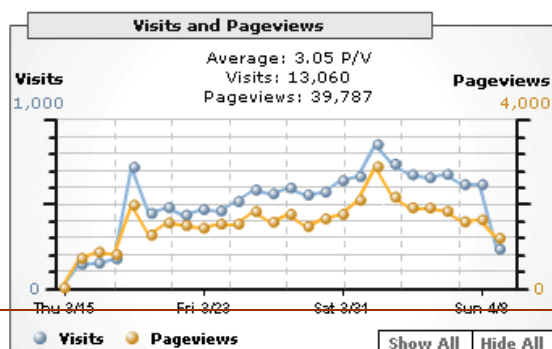
Barriers to Entry:

While the site itself (look/feel/navigation) needs updating, we believe the key issue in consumer reluctance to register is tied to the fact that registration has to occur before the consumer can view the offers. We believe this to be a significant deterrent to program participation.

During the promotion slightly more than 78% of the visitors brought to the coupons page almost immediately exited from that same page. 62% of these visitors stayed less than 10 seconds.

Allowing users to browse summaries of these offers prior to committing to registering is recommended. Consumer data is a precious commodity and the site would do well to offer a greater explanation of values prior to asking for "payment" via registration.

Entire Site Overview:

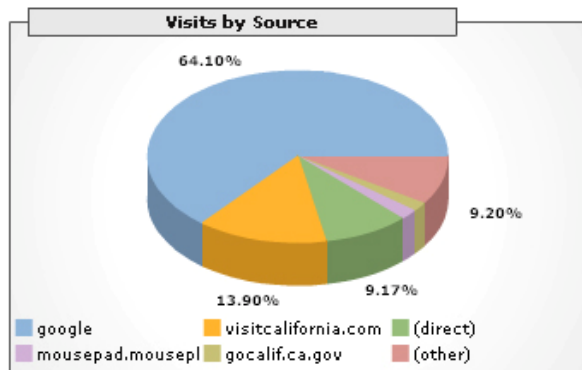


Traffic - Overall

13,060 Visits and 39,787 Pageviews

Insight

The CaFunSpots Google program was successful from a pure traffic standpoint - delivering over 13,000 visitors searching for theme park and attraction information on the Google search network.



Google: 64.10%
(Direct): 9.17%




Note: (direct) = user typing in the site address without the use of a search or other site. Usually a traditional media driven visit.

Insight

A combination of Google's CPC (Cost Per Click) and

Organic searches lead this category by a large margin. The huge disparity between the Google and (direct) users shows the ability of Search Engine Marketing to attract users to the website.

Marketing Summary:

Marketing Summary		Export   			
		www.cafunspots.com 3/15/2007 - 4/9/2007			
Top 5 Sources		Visits	%±	G1/Visit	%±
1.	google	8,371	— 0%	5.10%	— 0%
2.	visitcalifornia.com	1,815	— 0%	12.78%	— 0%
3.	(direct)	1,197	— 0%	26.65%	— 0%
4.	mousepad.mouseplanet.com	257	— 0%	27.63%	— 0%
5.	gocalif.ca.gov	219	— 0%	5.02%	— 0%
Top 5 Keywords		Visits	%±	G1/Visit	%±
1.	(content targeting)	3,486	— 0%	4.39%	— 0%
2.	cheap ticket	588	— 0%	0.85%	— 0%
3.	cheap travel	400	— 0%	1.75%	— 0%
4.	travel deals	384	— 0%	4.43%	— 0%
5.	vacations	248	— 0%	2.02%	— 0%
Top 5 Campaigns		Visits	%±	G1/Visit	%±
1.	CaFunSpots Google SEM	7,627	— 0%	4.41%	— 0%
2.	(referral)	3,093	— 0%	13.16%	— 0%
3.	(direct)	1,197	— 0%	26.65%	— 0%
4.	(organic)	1,099	— 0%	13.65%	— 0%
5.	(not set)	1	— 0%	0.00%	— 0%

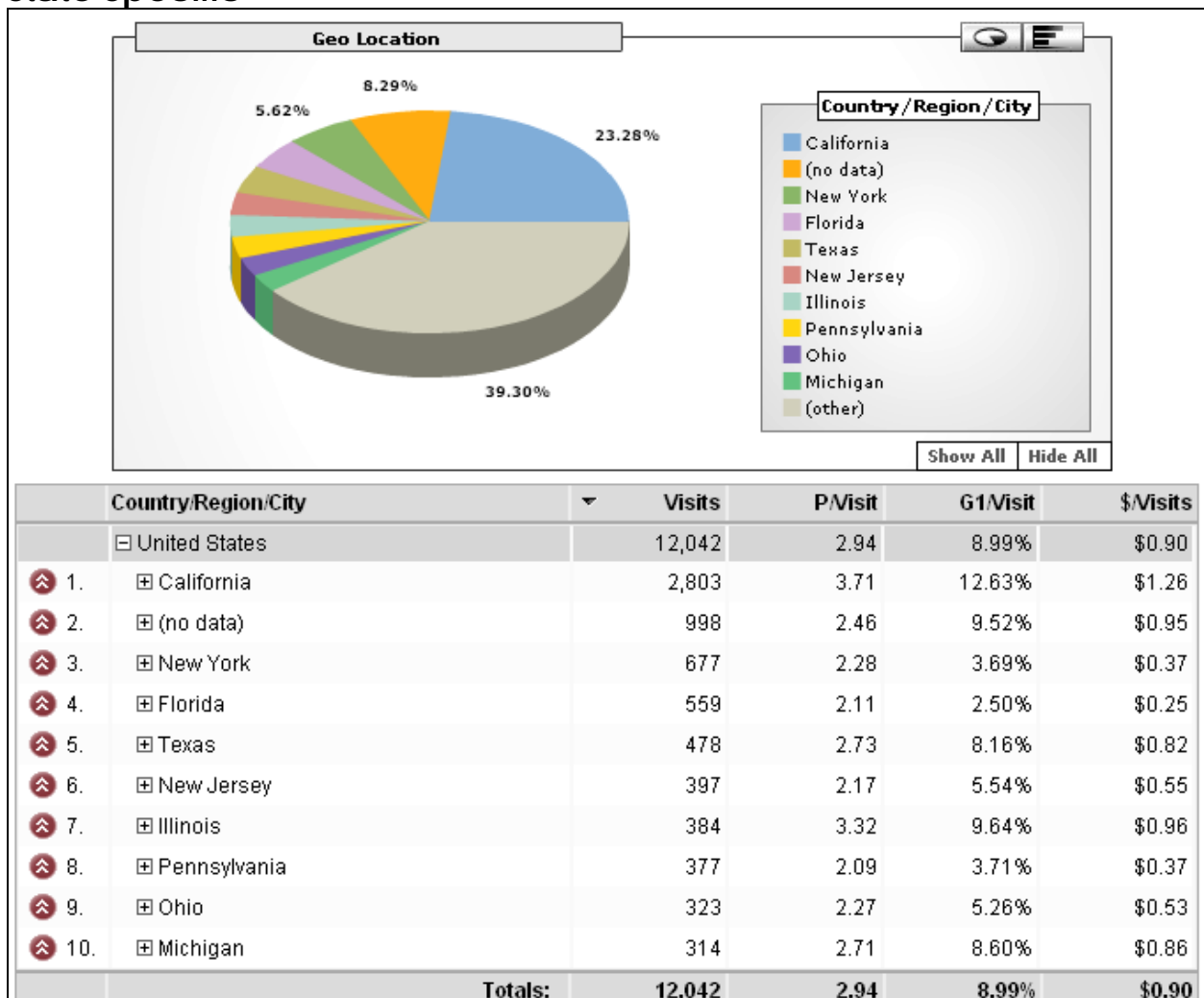
Top 5 Sources: The number 1 source for users is again Google, with 8,371 visits. With this high a number of Google users, the effectiveness of the AdWords Campaign seems to be a success. Users are searching for California events and information, and finding the site based on well placed ads.

Top 5 Keywords: (content targeting) also dominates this category. Meaning well placed AdWords advertisements are placed on partner sites, and within related articles.

Top 5 Campaigns: With over 7,627 visits our Google AdWords campaign is by far the top performing campaign.

Geo-Based Summary:

State Specific



While the bulk of visits to the website are from California based users, it is encouraging to look at the widespread interest nation wide. With users from **New York, Florida and Texas** being our top 3 locations of people outside of California.

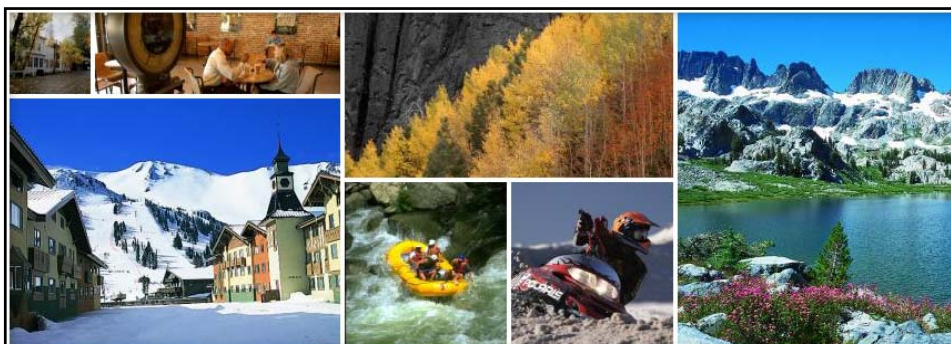
Definitions:

Visits is the number of visits to your site from the country/region/city. P/Visit is pageviews divided by number of visits.

G/Visit is number of goal conversions divided by number of visits. (not used) T/Visits is number of e-commerce transactions divided by number of visits. (not used) \$/Visit is revenue (from e-commerce) or goal value divided by number of visits.

(not used)

Web site Strategy



Website Strategy Hi-Level Summary

Commission Presentation
May 15, 2007

The Importance of the web

- The internet has become the primary tool for travel planning around the globe.
 - Booking is still primarily done offline in most countries other than US and UK.
- State tourism sites are expanding their offerings to become a key resource in helping people plan their trips.
 - Users have an initial skepticism about official sites, expecting the information to be biased. Once they see that the information is broad based and/or if there are user provided content (reviews, feedback, tips, etc), they are more likely to trust the site.

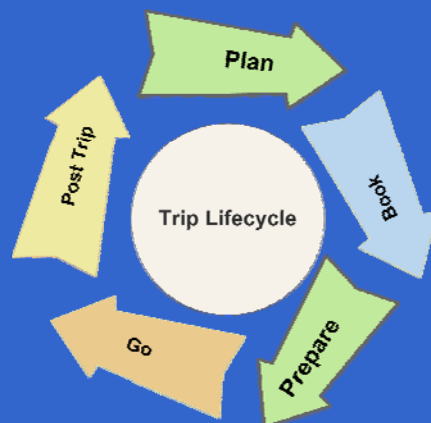
Best Practices Among Competition

- Competitive sites including Florida, Oregon, Hawaii, Texas, and Australia are moving towards a comprehensive trip planning model:
 - Tools for tourists that include personalized trip planning
 - Extensive attraction and event info, shopping, accommodations, interactive maps, weather reports, road conditions, special deals, and more.
- Best practices on state tourism sites include:
 - Ability to click on images to find out more information: where the picture was from, how to visit there, etc
 - Details about attractions and events (times, location, recommendations, target segment, cost, tickets)
 - Recommended itineraries that include maps, pictures, recommended attractions, and places to stay
 - Multiple methods for getting information—by geographical breakdown (cities, regions, geographic type) and areas of interest
 - Interactive maps
 - Top things to do and see
 - Clear categorization of content
 - Video clips
 - Personalized itinerary planners
- Commercial travel sites like Travelocity, Orbitz, and Expedia are developing more destination content based on audience segment, activities, and location.

Visit California Website Users

- Domestic Consumers
 - In-State: 1) Primary Markets (those presumably more familiar with the state and have experience visiting), 2) Opportunity Markets (those visitors requiring long-haul service to visit California and may have never visited before)
- Domestic Business
 - Assessed businesses and DMOs within California who either are seeking exposure on the website for their region or business (through advertising or content) or are looking for resources such as research projects and information.
- Domestic Press
 - media contacts looking for resources to support their stories (photos, factoids, story ideas, video clips, etc)
- International Markets
 - The markets break down into primary, secondary and emerging. All International markets need to begin with more rudimentary information to orient the visitor to the state and provide localized visitor information based on the country regulations. Maps, sample itineraries and visitor information take on greater importance for the International web sites.

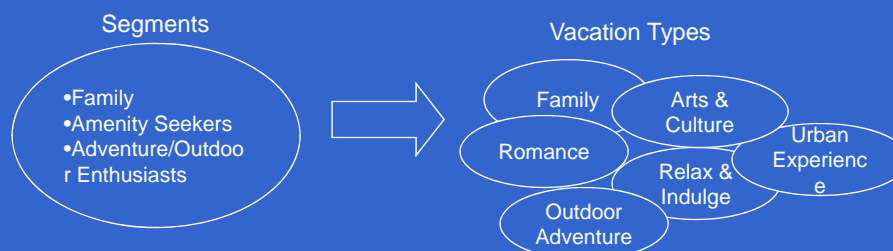
Consumers- Travel Tourism Lifecycle



1. **Plan:** Planning trip/visit includes initial ideation or dreaming about type of trip to take and where to go, research into places to go, where to stay, how to get there, pricing comparison. This phase concludes with decisions about the trip.
2. **Book:** Booking the trip includes purchasing tickets, making reservations. *Note: continued planning and research happens during booking process.
3. **Prepare:** Includes downloading maps, packing, arranging ones normal life so that it can be left, and making sure information about flights and places to stay, phone numbers, and schedule are documented and communicated to interested parties.
4. **Go:** The trip itself: Getting from place to place, finding out what's happening in the location you're in, referencing the information that you discovered while planning, sending postcards, and communicating with friends and family (through email, blog, phone). *Note: continued planning and research may occur during this phase.
5. **Post Trip:** Evaluate the places you went or stayed, recommend to other people, research places that you found out about but didn't have time to explore further, share pictures and stories, plan your next trip

Plan and Prepare phases are currently the most important phases for the CA Travel Site consumers.

Consumers- Segments & Expectations



Expectations

- Users expect to find an array of content, functionality, and tools that provide them with insights into California and aid in planning their trip. (details in slide 8)
- Users want the ability to browse and search for information by geographical location and by activity.
- Some would also like content to be viewable by vacation types such as family, romance, outdoor adventure and urban experience. Content overlaps within these types.
- Users want to see recommended itineraries and/or a tool that will easily allow them to create a custom itinerary. They want this to be simple, time saving, and containing useful information like photos, details of activities, events, places to stay, and maps.

Current Website Situation

- Look & Feel
 - A recent re-design launched in 2007 brought the website into alignment with the current brand image.
 - Initial responses to the site from consumers and partners has been very favorable.
- Content & User Interface
 - Limited content is available to meet the expectations of consumers (details on next slide)
 - Once users try use the site, they immediately find the functionality and structure of the site frustrating and difficult to use.
 - Content has not been structured to maximize search engine results.
- Back-end
 - The current content management system was custom built and is not scalable (can't build international sites, not easy to add sections, has limited functionality) and makes changes to the site very time consuming.
 - The site is not built to be readable by search engines due to the excessive use of flash and images instead of text.

Current Website Situation (continued)

Consumer Expectations

Site Element	Current status on existing site
Visuals- lots of great pictures showing the places they can visit	Pictures are plentiful and inspiring but lack the ability for users to interact with them and find out where they are or how to get to the places the show.
Detailed travel itineraries	Itineraries lack in numbers, visuals and content to inspire people to use them.
Attractions/must sees	Limited in number, lack images and useful information such as location, hours, pricing.
Local & Unique attractions	Limited number of Inside Scoops address this subject, but it is very shallow currently.
State & National Park information	Currently absent from the site
Historical Sites	No category for this on the current site. A few historical sites may exist in the Must Sees.
Visitor's Guide	Currently available as online book or customer can order a print copy
Web specials/deals	No clear section on the visitcalifornia site with deals and web specials. Deals and specials on other CTTC sites like shopping, snow, golf, and Ares booking tool.
Maps/driving directions	Currently limited map implementation shows maps for Destinations results only.
Calendar of events	Current calendar of events does not have many events listed and so is not very useful
Fairs & Festivals	Limited, if any representation in events
Sporting Events	Not existent on current site
Reports: snow, surf, weather	Not existent on current site
Video	Not existent on current site
Prices	Requires multiple clicks in Ares reservation engine to find.
Activity Information	There is some activity information, but not extensive and not segmented by audience types
Outdoor Recreation	Very limited, no section for outdoor rec, some references in must sees and inside scoops
Dining	Listings in Find a Destination search, but no section for dining relative to location
Accommodations	Listings in Find a Destination search, but no section for accommodations relative to location
Ability to book vacation online	Homepage position is confusing to some consumers. Not ready to book yet.

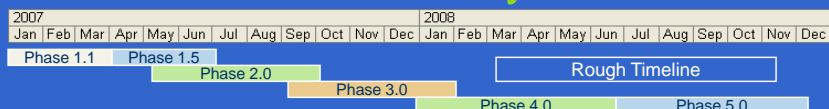
Opportunity & Goals

- Room to grow:
 - Research, focus groups, and surveys suggest that there is still room to grow the Visit California website into a travel planning tool with a greater depth of content to better meet the consumer needs and increase use of the site.
 - By improving the site, it will become a more valuable resource for tourists and drive additional dollars to California businesses.
- Business Goals:
 - Meet and exceed the competition in content depth, planning tools, language offerings and design.
 - Increase Customer Usage and Satisfaction:
 - Make the site easy to find and reference later
 - Make it simple to plan a trip
 - Improve keyword search results
 - Make information easy to find
 - Provide detailed information about California destinations that will make the website a valuable resource for tourists traveling to the state.
 - Increase value to the tourist industry in California
 - Drive revenue to assessed businesses
 - Increase number of assessed businesses by providing a valuable site with more traffic
 - Provide better ad placement within pages and search results
 - Be poised for growth with a scalable and easily maintained website
 - Integrate sub-domains and California topic websites into a single brand with a common information structure and backend database.
 - Provide a design and content management system that allows for easy seasonal promotions, editorial changes, and expanded content.
 - Improve International experience
 - Provide a localized site for key International segments
 - Express and maintain the integrity of the overall brand through visual design

Strategy

- Approach in phases
 - Build infrastructure for scalability and organize content for systematic delivery and user accessibility.
 - Address consumer audience needs to increase usage and traffic in order to build value for businesses who want to advertise or be listed on the site.
 - Begin to roll-out localized sites globally.
 - Increase functionality and personalization.
- Content is part of all phases
 - Providing a breadth and depth of content is critical to the success of the website.
 - Ongoing editorial input for seasonal promotions, recommendations, itineraries, and must sees will be required to maintain quality and meet the needs of the users.
 - Essential processes for gathering content from around the state (including events, business listings, and activities) need to be put in place and managed.

Hi-level Plans by Phase



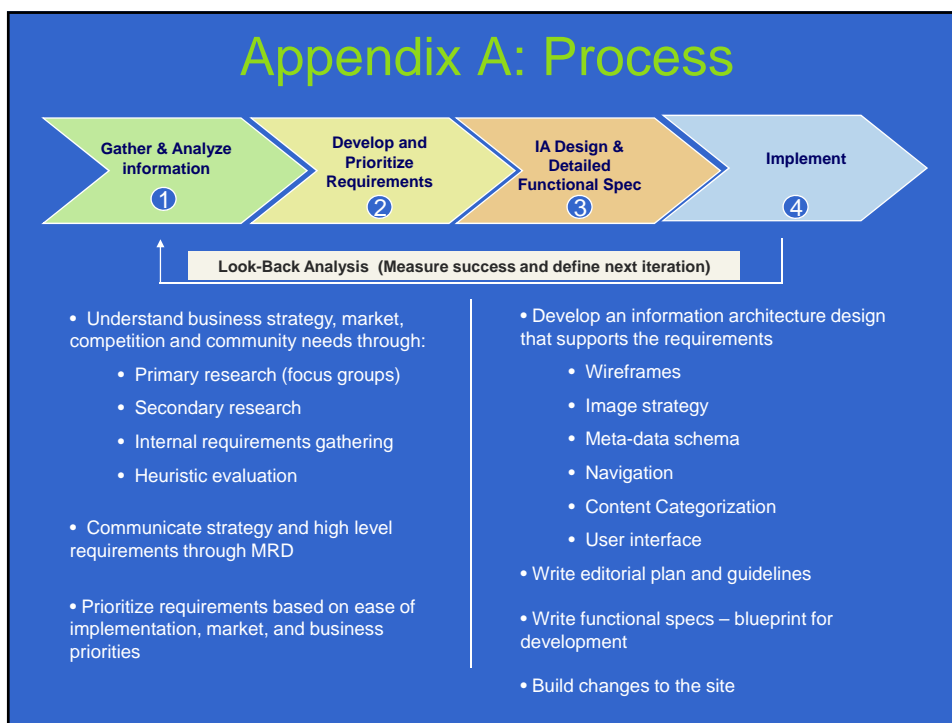
- Phase 1.1 – Fix low hanging fruit
 - Easy to fix usability issues based on industry standards and/or user feedback.
- Phase 1.5 – Improve content without major changes to CMS or design
 - Homepage enhancements
 - Improved International content including interim homepages in local languages
 - additional content in the Things to Do section.
- Phase 2.0 – Launch a scalable site focusing on consumer experience
 - Re-build site with a content management system that is scalable and flexible
 - Expand content offering to meet consumer expectations
 - Organize the site based on user needs, tagging content with segment and geographical information so that the site can be dynamically organized
 - Improve value proposition to partners through enhanced search and integrated ads.
- Phase 3.0 – Go Global
 - Expand into global market with localized sites, functionality of the US site, a common backend platform, and global newsletters.
- Phase 4.0 – Personalize
 - Add personalized trip planning tool based on travel segment, dates, and preferred locations
 - Enhance mapping to include customized routes and itineraries
 - Develop a personalized visitors guide
 - Allow sign up for events and specials via email or SMS based on trip settings
 - Add ability for our consumers to upload their own itineraries, pictures, stories, tips.
- Phase 5.0 – Go Mobile & Expand Functionality Globally
 - Create a mobile interface website allowing users to check events, look for hotels, and attractions on the go.
 - Enhance user uploaded content to include podcasts and video
 - Add RSS capability to the site
 - Expand personalization to localized sites where it makes sense based on consumer preferences

Content Focus

Improved content will increase natural search engine rankings, provide enhanced recommendation content for visitors, and allow personalization.

- Phase 2.0:
 - Increase breadth of content to include activities on a statewide level and activities for each region. Activity categories include:
 - Amusement Parks
 - Arts & Culture
 - Beaches
 - Golf
 - Outdoor Recreation
 - Nightlife
 - Shopping
 - Spas & Health
 - Snow
 - Wine & Dine
 - Provide useful travel tools and integrate links to other sites:
 - Maps
 - Weather
 - CVBs
 - Add more itineraries to focus on specific activities and vacation types
 - Increase range of events through processes allowing DMOs and CVGs to provide content.
 - Allow consumers to recommend Itineraries, Must Sees and Inside Scoops.
- Phase 4.0
 - Create a user account that allows consumers to create personalized itineraries based on vacation dates, activity interest, geographic locations, and audience segment.
 - Provide custom newsletters based on activity interest and audience segment.

Appendix A: Process



Appendix B: Research Methodology

- Secondary Research
 - Research conducted resulted in review of a dozen+ reports and articles from research agencies, online marketing services, and academic research sites (see Appendix for details)
- Internal Research
 - Survey results from website survey are being analyzed
 - Focus groups in Indiana to be conducted the week of Feb 8
 - Survey of International leads to get in-country information conducted
 - Competitive comparison and best of service analysis underway to help define benchmarks of excellence, content categorization, and segmentation standards
- Internal Requirements Gathering
 - Review of existing technology and technology needs
 - Business requirements gathered from directors (assessed businesses, Ares, rental cars, non-assessed rural businesses, etc)
 - Round table discussions with Sunset
- Heuristic Evaluation
 - Review of the website with industry standard usability as benchmark to provide usability requirements for future enhancements performed.

Appendix C: Research Sources

1. California Web Focus Groups Report
 - Authors: Strategic Marketing Research Inc (SMARI)
 - Source: Research commissioned by CTTC Feb 2007
2. Culture and Entertainment Segmentation
 - Author: Lang Research
 - Source: Canadian Tourism Ministries
3. Internet Usage Statistics
 - http://ecpp.eurostat.ec.europa.eu/pls/portal/docs/PAGE/PGP_PRD_CAT_PREREL/PGE_CAT_PREREL_YEAR_2006/PGE_CAT_PREREL_YEAR_2006_MONTH_11/4-10112006-EN-AP.Pdf
 - <http://www.internetworldstats.com/links5.htm>
 - <http://www.objective-marketing.com/e-marketing/uk-internet-usage-statistics-2006/>
4. Jakob Nielsen usability Reports:
 - Top Ten Mistakes in Web Design (updated in 2007) <http://www.useit.com/alertbox/9605.html>
 - The Ten Most Violated Homepage Design Guidelines <http://www.useit.com/alertbox/20031110.html>
 - <http://www.useit.com/alertbox/20021223.html>
 - Top ten guidelines for Homepage Usability <http://www.useit.com/alertbox/20020512.html>
5. The Mainstreaming of the Web Traveler
 - Author: Henry H. Harteveldt
 - Source: Forrester Research
6. Missouri Website Evaluation Research Findings
 - Author: Strategic Marketing & Research, Inc.
 - Source Missouri Division of Tourism
7. Online Travel Services: Changing Consumer Behavior
 - Author: Yahoo Travel Services Staff
8. Online World Travel-2006
 - Author: Jeffrey Grau
 - Source eMarketer
9. State Benchmark Survey
 - Author: Department of Recreation, Pak. & Tourism Sciences Texas A & M University
 - Source Missouri Division of Tourism
10. A Structural Analysis of Destination Travel Intentions as a Function of Web Site Features
 - Authors Kyniaki Kaplanidou and Christine Vogt
 - Source: Journal of Travel Research 2006
9. Travelers Embrace Social Computing Technologies
 - Author: Henry H. Harteveldt
 - Source: Forrester Research
10. Additional research has been provided by the in-country representatives in the UK, Australia, Germany, and Japan

Appendix D: Competitive Sites

- Websites reviewed for competitive analysis:
 - Washington <http://www.experiencewashington.com/>
 - Oregon <http://www.traveloregon.com/>
 - Texas <http://www.traveltex.com>
 - Utah <http://www.utah.com/>
 - Florida <http://www.visitflorida.com>
 - New York <http://www.iloveny.com/>
 - New York City <http://www.nycvisit.com/home/index.cfm>
 - Hawaii <http://www.gohawaii.com/>
 - Australia <http://www.australia.com>
 - Germany <http://www.germany-tourism.de>
 - BC <http://www.hellobc.com>

2007 California Drives Guide



2007 California Drives Guide

Program Launch Date: Mid-May 2007 to May 2008

Summary

The California Drives Guide (CDG) is both an inspirational and practical publication created through a partnership with the CTTC and Sunset magazine. It highlights each of California's 12 regions through corresponding drive itineraries and maps. The goal of this publication is to inspire potential travelers to come to California, or if they are California residents, to explore the Golden State in greater depth. However, by providing tangible travel ideas, complete with reliable maps, distance, and duration information, the CDG enables consumers to more realistically plan their California trips.

The 2007 Guide has been completed and will begin to be shipped toward the end of May and will appear in the July issue of Sunset magazine (on newsstands mid-June).

Target Audience

Primary Domestic Markets: WA, OR, NV, AZ, NM, UT, CO

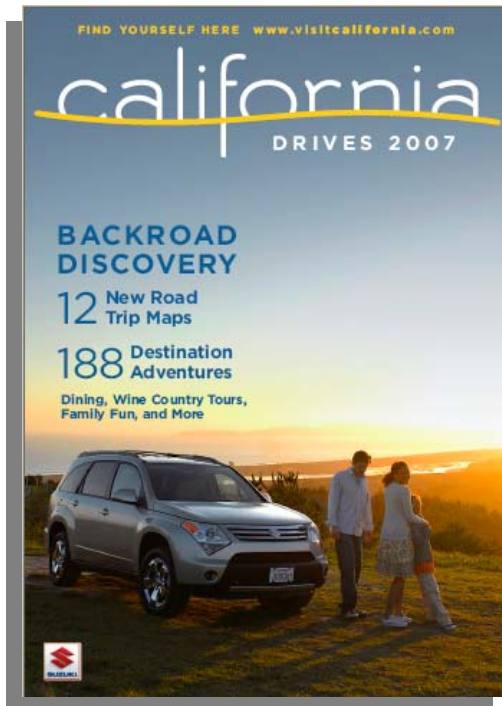
Objectives/Reach

- To inspire potential California tourists to visit the State.
- To give practical ideas to potential California visitors so that they can begin to envision and plan their trip to the Golden State.
- To uphold California's brand promise by showcasing the diversity that California offers.

Results & Accomplishments

The guide will realize over 1 million in distribution:

- 500,000 copies in Sunset
- 500,000 direct to consumers
- 25,000 to CTTC International offices



Look for the 2007 issue in July's *Sunset* magazine, in newsstands & mailboxes next month!

- It features:
 - A new, more open layout
 - 12 new drives
 - Special *Treasure Hunt* insert

Program Contacts

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 Gspann@visitcalifornia.com

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California Visitor's Guide 2008 Plan



california
FIND YOURSELF HERE

2007 California Visitor's Guide (CVG) & Official State Map (OSM) Recap



2007 CVG Strategy: Move toward more inspirational planning guide

- 2005 research supports trend
 - Consumers looking for more of a travel planner/idea book over a guidebook
 - Consumers go to the web for detailed trip planning
- Internal & external anecdotal feedback on '07 guide has been positive
- CTTC & Sunset to continue to research CVG and OSM usage for future guides



• Consumers respond to inspiring images and uncluttered layout

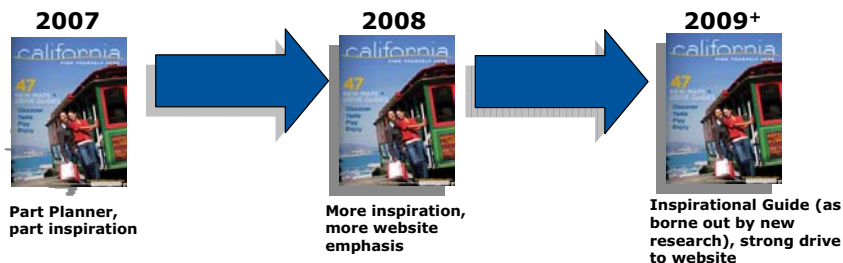
• Desire for more travel ideas: inside information into California and its brand promise

• Less interest in listings
- look more to web for that type of information

2008 California Visitor's Guide & Official State Map

• 2008 Objectives:

1. Deliver on California's brand promise, while providing the consumer with useful and inspirational content.
2. Synergize with Visitcalifornia.com and drive consumers there for more detailed planning information and resources.
3. Serve as an intermediary point as we transition to more inspirational guide (if hypothesis is borne out by research).



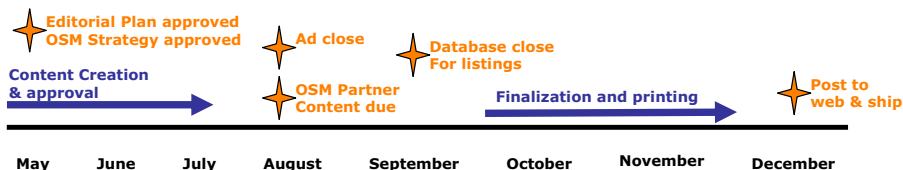
2008 CVG & OSM Status & Timeline

• Current Status

- CTTC and Sunset working on new layout and design
- Working to define criteria for database listings
- Beginning regional content creation



Possible Regional Treatment



CTTC Press Releases Feb-April 15



News Release	Release Date
CALIFORNIA TOURISM ADVERTISING CAMPAIGN DEBUTS AT OSCARS	February 23, 2007
CALIFORNIA TOURISM LAUNCHES NEW AND IMPROVED VISITCALIFORNIA.COM	March 6, 2007
CALIFORNIA TRAVEL AND TOURISM COMMISSION HONORS OUTSTANDING MARKETING PROGRAMS	March 14, 2007
CALIFORNIA OFFERS RV-FRIENDLY PARKS NEAR TOP ATTRACTIONS	March 16, 2007
CA TOURISM BOOSTS ECONOMY, TRAVEL SPENDING UP SIX PERCENT	April 9, 2007
CALIFORNIA GOLF OFFERS YEAR-ROUND ACTION FOR PLAYERS AND FANS	April 13, 2007
POW WOW AND STATE DEVELOPMENTS EXPECTED TO BOOST INTERNATIONAL TRAVEL TO CALIFORNIA	April 24, 2007

News releases can be viewed on our website, www.visitcalifornia.com, by clicking the press room link at the bottom of the page, then clicking on the news release link.

On this site, you will find a list of all past and current releases.

**Domestic Media ROI Report
February 1, 2007 - April 15, 2007**

Media ROI Grid



Program Date:

February 1 – April 15, 2007

Program Description

The Communications Department practices both proactive and reactive media relations and serves as a resource to travel and tourism, trade and business media. The media ROI grid tracks results based on these efforts. This results compilation is created based on the work of our public relations agency Edelman and various media tracking methods.

Target Audience

Domestic travel media (print, broadcast and internet)

Objectives/Reach

The CTTC puts out approximately 20 themed news releases each year, quarterly editions of *What's New in California*, updates the Web site press room on a regular basis and responds to media requests on an as needed basis.

Results & Accomplishments

The CTTC reports a domestic earned media ROI for the Feb. 1 – Apr 15 timeframe of \$2,178,961 for approximately 134 media hits. Placements occurred in the *Salt Lake Tribune*, *Good Morning America*, *Orange County Register*, *Denver Business Journal*, *The Sacramento Bee* and more.

Program Contacts

Jennifer Jasper, Deputy Director of Communications, (916) 319-5428, jjasper@visitcalifornia.com

Domestic ROI Report



California Travel & Tourism Commission									
Coverage Grid - February 1 to April 15, 2007									
Print									
Date	Market			Publication	Headline	Focus	Impressions	Word Count	Value
2/1/2007	Los Angeles			Senior Living	California Travel and Tourism Commission Launches Wine Rewards Program	Wine Rewards	50,000	126	\$293.04
2/1/2007	San Francisco Bay Area			Vinyard & Winery Management	California Wine Rewards Launched	Wine Rewards	N/A	105	N/A
2/1/2007	Central Coast			Valley Life Quarterly	Girlfriends' Getaways	CTTC Mention	N/A	630	N/A
2/1/2007	North Coast			Napa Valley Register	If you make it, they might buy it	CTTC Mention	43,248	1,073	\$3,558.93
2/5/2007	Boulder, CO			Velonews	Greetings	Tour of CA	N/A	203	N/A
2/5/2007	North Coast			Eureka Reporter	Mapping Heritage	Cultural Heritage Tourism Conference Mention	988	929	\$222.96
2/8/2007	Houston, TX			Houston Chronicle	Guardians of the Pacific coast warn off ships but welcome visitors	CTTC Mention	1,303,548	944	\$91,444.14
2/10/2007	Central Coast			The Tribune	SLO County's hidden attractions	CTTC Mention	N/A	466	N/A
2/11/2007	Gold Country			The Sacramento Bee	California, page by page	Visitor's Guide	726,383	54	\$2,130.81
2/18/2007	San Francisco Bay Area			San Mateo County Times	In Brief: Travel tidbits	Visitor's Guide	91,878	52	\$301.14
2/18/2007	San Francisco Bay Area			Oakland Tribune	In Brief: Travel tidbits	Visitor's Guide	162,820	52	\$131.40
2/18/2007	San Francisco Bay Area			Tri-Valley Herald	In Brief: Travel tidbits	Visitor's Guide	115,210	52	N/A
2/18/2007	San Francisco Bay Area			Alameda Times-Star	In Brief: Travel tidbits	Visitor's Guide	169,585	52	\$131.40
2/18/2007	San Francisco Bay Area			The Daily Review	In Brief: Travel tidbits	Visitor's Guide	126,538	52	\$131.40
2/18/2007	San Francisco Bay Area			The Argus	In Brief: Travel tidbits	Visitor's Guide	83,613	52	\$1,909.44
2/19/2007	High Sierra			Tahoe Daily Tribune	Business Briefs	Snow Campaign	20,565	50	\$131.04
2/20/2007	Mexico			Turistampa	California Promete Algo para Todos	CTTC Mention	N/A	278	N/A
2/21/2007	San Francisco Bay Area			Santa Cruz Sentinel	Giant Dipper Appears on Site Map Cover	CTTC Mention	62,385	578	\$2,920.74
2/23/2007	Denver, CO			Denver Business Journal	Calif. tourism boosters target Denver	Spring/Summer Ad	35,353	146	\$1,892.70
2/23/2007	Orange County			Orange County Register	O.C. Olympians to appear in Oscars commercials	Spring/Summer Ad	788,593	160	\$2,905.74
2/23/2007	Gold Country			Sacramento Business Journal	State tourism campaign to debut during Oscars	Spring/Summer Ad	33,995	293	\$3,411.57
2/23/2007	San Francisco Bay Area			East Bay Business Times	State tourism campaign to debut during Oscars	Spring/Summer Ad	15,465	305	\$2,556.15
2/24/2007	San Francisco Bay Area			Santa Cruz Sentinel	Celebrity ads for tourism coming out on Oscar night	Spring/Summer Ad	65,033	269	\$1,413.54
3/1/2007	Gold Country			The California Aggie	New \$10 million ad campaign aims to entice out-of-state tourists to visit California	Spring/Summer Ad	N/A	518	N/A
3/6/2007	Central Coast			Monterey County Herald	Looking north for tourists	CTTC Mention	74,480	480	\$3,764.73
3/8/2007	Garderville, NV			The Record Courier	State tries for early primary	Jennifer Jasper Quote	N/A	690	N/A
3/8/2007	Nevada			The Nevada Appeal	State tries for early primary	Jennifer Jasper Quote	41,500	690	\$2,165.22
3/10/2007	India			The Hindu	American Riviera	Santa Barbara	N/A	864	N/A
3/14/2007	Central Valley			Fresno Bee	Fresno Co. tourism grows with emphasis on agriculture	CTTC Mention	392,840	377	\$10,891.53
3/17/2007	Reno, NV			Reno Gazette Journal	Northstar wins tourism marketing award	Tourism Marketing Award	190,275	123	\$2,436.87
3/17/2007	High Sierra			Tahoe Daily Tribune	Northstar honored for advertising	Tourism Marketing Award	20,565	474	\$1,242.27
3/18/2007	Salt Lake City, UT			Deseret Morning News	New and Improved Web site	CTTC Web site	582,738	403	\$2,714.94
3/18/2007	California			California Guide	A glimpse behind the vines	California Wine	112,500	701	\$5,859.81
3/18/2007	Orange County			Orange County Register	Bound for adventure; Yearn to go hiking, biking, kayaking or climbing? From West Coast to East, opportunities await	CTTC Web Site	788,593	592	\$10,751.19
3/21/2007	Detroit, MI			The South End	Extreme Weather Shouldn't Inhibit Tourism	Jennifer Jasper Quote	N/A	621	N/A
3/24/2007	Central Coast			The Lompoc Record	Two-county visitor spending tops \$2 billion	Economic Impact	16,938	1,362	\$5,617.44
3/24/2007	Central Coast			The Santa Maria Times	Two-county visitor spending tops \$2 billion	Economic Impact	47,058	1,362	\$8,938.53
3/26/2007	Inland Empire			The Desert Sun	Valley business briefs for March 26	Tourism Marketing Award	111,873	107	\$170.76
4/1/2007	Gold Country			Comstock's	Hometown Hospitality	CTTC Mention	52,500	325	\$3,579.03
4/1/2007	Salt Lake City, UT			Deseret Morning News	Globetrotting	Rving Release	11,023	481	\$6,247.62
4/1/2007	London			Times	Who needs Glastonbury?	CTTC Mention	15,000	378	\$198.21
4/4/2007	San Francisco Bay Area			Ukiah Daily Journal	Conference launches Mendocino County-wide effort to become nature tourism destination	CTTC Mention	17,938	704	\$1,545.15
4/6/2007	Salt Lake City, UT			Salt Lake Tribune	California Vacations	CTTC Web site	339,325	58	\$742.50
4/12/2007	Reno, NV			Reno Gazette Journal	North Lake Tahoe ad campaign honored	Tourism Marketing Award	190,275	109	\$1,724.73
4/15/2017	San Diego County			San Diego Union Tribune	Make room for new fee	Funding	785,698	1,493	\$83,087.25
Print Subtotal:							7,686,316		\$267,163.92
Broadcast									
Date	Market	Station	TV/Radio	Program	Segment	Focus	Impressions	Segment Length	Value
2/4/2007	National	ABC	TV	Good Morning America	Big Sur	Big Sur	1,933,000	4:23	\$439,493.76

Domestic ROI Report



2/23/2007	Gold Country	KOVR	TV	CBS 13 News at 5 p.m.	Interview with Lynn Carpenter	Spring/Summer Ad	52,112	1:44	\$4,159.47
2/26/2007	Gold Country	KFBK-AM	Radio	NewsTalk 5 a.m.	Interview with Jennifer Jasper	Spring/Summer Ad	9,700	0:30	\$124.77
2/26/2007	Gold Country	KFBK-AM	Radio	NewsTalk 8 a.m.	Interview with Jennifer Jasper	Spring/Summer Ad	31,400	0:30	\$408.15
2/26/2007	Gold Country	KFBK-AM	Radio	NewsTalk 12 p.m.	Interview with Jennifer Jasper	Spring/Summer Ad	36,600	0:30	\$526.47
2/26/2007	Gold Country	KFBK-AM	Radio	NewsTalk 6 p.m.	Interview with Jennifer Jasper	Spring/Summer Ad	20,200	0:30	\$296.49
3/9/2007	Middletown, NY	WMRD-AM	Radio	Travel with Kal	Interview with Jennifer Jasper	California Travel (NYC Event)	400	6:01	\$180.45
Broadcast Subtotal:							2,083,412		\$445,189.56
Electronic									
Date	Market			Web site	Headline	Focus	Impressions	Word Count	Value
2/1/2007	National			Tms.tribune.com	California's Coastline Guardians	CTTC Generated Article	N/A	996	N/A
2/1/2007	North Coast			Napavalleyregister.com	If you make it, they might buy it	CTTC Mention	17,299	1,073	\$3,558.93
2/1/2007	National			Travelandliesure.com	Ask T & L	CTTC Mention	869	125	\$167.25
2/1/2007	France			Netscape Actualites	San Diego est la destination pour les activites exterieures	CTTC Mention	N/A	576	N/A
2/1/2007	California			Hospitality-1st.com	California Hotel & Lodging Association Honors Tim Bridwell, CHA, Area Vice President of Hilton Hotels Corporation	CTTC Mention	N/A	570	N/A
2/1/2007	National			TMSFeatures.com	California's Coastline Guardians	CTTC Generated Article	N/A	1,111	N/A
2/1/2007	Western US			SmartMeetings.com	Guide to the Golden State	Visitor's Guide	N/A	120	N/A
2/2/2007	North Coast			Willitsnews.com	Tourism Conference Stresses Communication	Cultural Heritage Tourism Conference	N/A	675	N/A
2/2/2007	National			HotelNewsResource.com	The International Society of Hospitality Consultants Honors Jim Burba at the Americas Lodging Investment Summit (ALIS) as the ISHC Pioneer Award Winner for 2007	CTTC Mention		552	
2/4/2007	Los Angeles County			Latimes.com	California visitors bureaus	CTTC Web Site	21,855	1,449	\$79,888.29
2/5/2007	National			Hospitalitynet.org	The International Society of Hospitality Consultants Honors Jim Burba at the Americas Lodging Investment Summit (ALIS) as the ISHC Pioneer Award Winner for 2007	CTTC Mention	331	546	\$456.03
2/5/2007	USA and Canada			Traveldailynews.com	New co-chair appointment of congressional tourism caucus good news for the US industry	CTTC Mention	N/A	340	N/A
2/5/2007	North Coast			EurekaReporter.com	Mapping Heritage	Cultural Heritage Tourism Conference	N/A	929	N/A
2/8/2007	Houston, TX			Chron.com	Guardians of the Pacific coast warn off ships but welcome visitors	CTTC Mention	22,522	944	\$53,634.69
2/10/2007	Central Coast			Sanluisobispo.com	SLO County's hidden attractions	CTTC Mention	709	466	\$833.49
2/11/2007	Orange County			Ocregister.com	See the Light: These Historic Structures Still Glean for Visitors	CTTC Mention	N/A	105	N/A
2/11/2007	Gold Country			Sacbee.com	California, page by page	Visitor's Guide	5,095	54	\$694.08
2/16/2007	National			Dailypeloton.com	Amgen Tour of California News: Virtual Live Race Action on Web Site	Amgen Tour of California	N/A	589	N/A
2/19/2007	High Sierra			Tahoedailytribune.com	Business Briefs	Snow Campaign	N/A	50	N/A
2/20/2007	Gold Country			Abclocal.go.com	Tour of California Bike Race Begins Monday	Amgen Tour of California	8,026	313	\$1,612.65
2/20/2007	Australia			etravelblackboard.com	See America visits Sydney	CTTC Mention	N/A	384	N/A
2/20/2007	San Francisco Bay Area			Insidebayarea.com	Travel Briefs	Visitor's Guide	4,447	54	\$605.79
2/21/2007	San Francisco Bay Area			Santacruzsentinel.com	Giant Dipper Appears on Site Map Cover	CTTC Web Site	2,061	578	\$3,005.01
2/23/2007	Denver, CO			Denver.bizjournals.com	Calif. tourism boosters target Denver	Spring/Summer Ad	11,660	146	\$4,423.35
2/23/2007	National			Broadcastnewsroom.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	N/A	671	N/A
2/23/2007	National			Digital50.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	N/A	677	N/A
2/23/2007	Orange County			Ocregister.com	O.C. Olympians to appear in Oscars commercials	Spring/Summer Ad	4,566	160	\$1,898.31
2/23/2007	Gold Country			Sacramento.bizjournals.com	State tourism campaign to debut during Oscars	Spring/Summer Ad	11,660	297	\$4,423.35
2/23/2007	National			YachtChartersMagazine.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	N/A	696	N/A
2/23/2007	Nevada City, CA			YubaNet.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	N/A	674	N/A
2/23/2007	National			Pmnewswire.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	9,104	668	\$15,801.93
2/23/2007	San Francisco Bay Area			EastBay.Bizjournals.com	State tourism campaign to debut during Oscars	Spring/Summer Ad	11,660	305	\$4,423.35
2/23/2007	National			Earthtimes.org	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	1,735	540	\$2,434.53
2/23/2007	San Francisco Bay Area			Kron.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	552	714	\$1,024.29
2/23/2007	Los Angeles County			Latimes.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	22,312	677	\$39,249.06
2/23/2007	National			RBC Dain Rauscher	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	N/A	714	N/A
2/23/2007	National			Traveljourn.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	N/A	668	N/A
2/23/2007	Central Coast			Venturacountystar.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	N/A	668	N/A
2/23/2007	National			Biz.Yahoo.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	118,797	680	\$51,861.69
2/23/2007	National			Breitbart.com	California Tourism Advertising Campaign Debuts at Oscars	Spring/Summer Ad	N/A	680	N/A

Domestic ROI Report



2/23/2007	Washington, DC		Washington.Bizjournals.com	Calif. tourism boosters target Denver	Spring/Summer Ad	11,660	146	\$4,423.35
2/23/2007	National		Moneycentral.msn.com	State tourism campaign to debut during Oscars	Spring/Summer Ad	2,394,960	286	\$439,743.36
2/23/2007	Vancouver, BC		VanCourier.com	Peddalling to the stars in Palm Springs	CTTC Web Site	N/A	585	N/A
2/24/2007	Central Coast		MontereyHerald.com	Biz bit	CTTC Mention	462	28	\$33.63
2/24/2007	San Francisco Bay Area		Santacruzsentinel.com	Celebrity ads for tourism coming out on Oscar night	Spring/Summer Ad	1,005	269	\$702.42
2/25/2007	National		Roadcycling.com	Levi Leipheimer Rides to Overall Victory in 2007 Amgen Tour of California	Amgen Tour of California	N/A	864	N/A
2/25/2007	Kansas City, MO		KansasCity.com	Vitalize Your Napa Visit	CTTC Web Site	15,802	433	\$8,887.23
2/25/2007	National		EarthTimes.org	Overall Race Leader Levi Leipheimer and Stage Six Winner JJ Haedo Lead Peloton Of World's Best Cyclists Into Southern California for Sunday's Amgen Tour of California Finale	Amgen Tour of California	1,735	1,125	\$5,071.95
2/26/2007	Canada		Canada.com	Discounts offered to Candadians in San Diego	CTTC Mention	6,786	156	\$1,065.36
2/26/2007	Canada		Canadadeast.com	San Diego ideal for year-round outdoor adventures	CTTC Mention	618	784	\$1,162.44
2/26/2007	Canada		Canada.com	San Diego ideal for year-round outdoor adventures	CTTC Mention	6,786	784	\$5,354.10
2/27/2007	San Francisco Bay Area		PE.com	California, More Than Just In 'n Out and Palm Trees	Spring/Summer Ad	2,788	65	\$182.37
2/27/2007	Canada		Canada.com/ottowacitizen	San Diego ideal for year-round outdoor adventures	CTTC Mention	6,786	784	\$5,354.10
2/27/2007	Canada		Canada.com	San Diego ideal for year-round outdoor adventures	CTTC Mention	6,786	784	\$5,354.10
2/28/2007	Canada		Cyberpresse.ca	San Diego, destination parfaite pour les activites exterieures	CTTC Mention	358	784	\$703.71
2/28/2007	Inland Empire		Beloblog.com/pe_blogs	Fred Savage Enjoyed Cabazon, Tourists Might Too	CTTC Web Site	N/A	188	N/A
3/1/2007	Gold Country		Californiaaggie.com	New \$10 million ad campaign aims to entice out-of-state tourists to visit California	Spring/Summer Ad	13,000	518	\$547.02
3/1/2007	France		Fr.news.yahoo	San Diego est la destination pour les activites exterieures	CTTC Mention	N/A	576	N/A
3/6/2007	National		Finace.yahoo.com	Get Connected at California Conference on Tourism	California Tourism Conference	3,996,392	469	\$624,144.66
3/6/2007	Central Coast		Montereyherald.com	Looking north for tourists	CTTC Mention	4,685	480	\$3,899.52
3/6/2007	National		Businesswire.com	Get Connected at California Conference on Tourism	CTTC Mention	3,254	469	\$3,965.49
3/8/2007	Garderville, NV		Recordcourier.com	State tries for early primary	Jennifer Jasper Quote	N/A	690	N/A
3/8/2007	Nevada		Nevadaappeal.com	State tries for early primary	Jennifer Jasper Quote	6,293	690	\$7,530.24
3/9/2007	Prince George, B.C.		Pgfreepress.com	California, Pedalling to the Stars	CTTC Mention	N/A	566	N/A
3/9/2007	San Francisco Bay Area		Bizjournals.com	Another fee added to car rentals at hotels, airports	CTTC Mention	11,660	115	\$3,484.17
3/14/2007	Central Valley		Fresnobee.com	Fresno Co. tourism grows with emphasis on agriculture	CTTC Mention	1,608	377	\$1,575.27
3/17/2007	Reno, NV		News.RGJ.com	Northstar wins tourism marketing award	CTTC Mention	4,136	123	\$1,321.92
3/17/2007	Shasta Cascade		Tahoedailytribune.com	Northstar honored for advertising	CTTC Mention	10,300	474	N/A
3/18/2007	Orange County		Ocregister.com	Bound for adventure	CTTC Web Site	5,103	828	\$11,527.74
3/18/2007	Salt Lake City, UT		DeseretNews.com	New and Improved Web site	CTTC Web Site	4,210	403	\$4,408.50
3/19/2007	National		Businesswire.com	California Hotel & Lodging Association Forms Partnership With the California Association of Bed & Breakfast Inns	Caroline Beteta Quote	3,254	478	\$4,041.60
3/21/2007	Canada		TheGlobeandMail.com	California Governor to make trade trip to Canada	Trade Mission	3,270	105	\$892.14
3/21/2007	Detroit, MI		Thesouthend.typepad.com	Extreme Weather Shouldn't Inhibit Tourism	Jennifer Jasper Quote	N/A	621	N/A
3/21/2007	Courtenay, B.C., Canada		Discovercomoxvalley.com	Peddalling to the stars in Palm Springs	CTTC Web Site	N/A	583	N/A
3/22/2007	National		Travelvideo.tv	California Offers RV-Friendly Parks Near Top Attractions	Rving Release	N/A	1,468	N/A
3/23/2007	National		Easier.com	California month on the Travel Channel	CTTC Mention	915	244	\$254.31
3/24/2007	Central Coast		Lomocrecord.com	Two-county visitor spending tops \$2 billion	CTTC Mention	N/A	1,362	N/A
3/26/2007	Inland Empire		Desertsun.com	Valley business briefs for March 26	Tourism Marketing Award	N/A	107	N/A
3/29/2007	Central Coast		Vcreporter.com	On Tour	Tourism Marketing Award	N/A	176	N/A
4/1/2007	Salt Lake City, UT		Deseretnews.com	Globetrotting	Rving	4,409	481	\$5,785.86
4/4/2007	San Francisco Bay Area		Ukiahdailyjournal.com	Conference launches Mendocino County-wide effort to become nature tourism destination	CTTC Mention	N/A	704	N/A
4/6/2007	Salt Lake City, UT		Saltlakatribune.com	California Vacations	CTTC Web site	N/A	58	N/A
4/12/2007	Reno, NV		News.RGJ.com	North Lake Tahoe ad campaign honored	Tourism Marketing Award	3,805	109	\$1,131.54
4/12/2007	High Sierra		Sierrasun.com	Resort Association tourism campaign recognized	Tourism Marketing Award	2,839	164	\$2,168.64
4/15/2017	San Diego County		Signonsandiego.com	Make room for new fee	Funding	10,285	1,493	\$41,894.76
				Electronic Subtotal:		6,821,210		\$1,466,607.57
				Total:		16,590,938		\$2,178,961.05
*PRtrak® is now the leading aggregator of "output measurement metrics" in the PR industry, with BROADCAST, PRINT and now INTERNET data provided by: Arbitron, Nielsen, SRDS, SQAD, comScore Media Metrix, Burrelle's Information Services and								
*Print media impressions are calculated by the industry standard of circulation multiplied by 2.5 readers per publication.								

CTTC Insights Online



NEWS

FEBRUARY 2007

FROM THE CALIFORNIA TRAVEL AND TOURISM COMMISSION

California Travel and Tourism Commission

The California Travel and Tourism Commission (CTTC) is a non-profit organization, with a mission to develop and maintain marketing programs—in partnership with our state's travel industry—that keep California top-of-mind as a premier travel destination, and thus, result in a steady and increasing stream of visitor expenditures. The CTTC, working together with the California Business, Transportation and Housing Agency's Division of Tourism, make up "California Tourism."

IN THIS ISSUE

- **GREETINGS FROM CAROLINE BETETA**
- **CHECK OUT THIS YEAR'S NEW YORK MEDIA RECEPTION**
- **CULTURAL AND HERITAGE EXPERTS GATHER IN FOLSOM**
- **FIND OUT ABOUT THE CALIFORNIA TREASURE HUNT COOPERATIVE MARKETING PROGRAM**
- **GET YOUR EVENTS POSTED IN THE NEWLY REDESIGNED VISITCALIFORNIA.COM**
- **CTTC PROGRAM OPPORTUNITIES**

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VIA E-MAIL, SEND AN E-MAIL TO
SCOYLE@INSIGHTSONLINE.COM.

Greetings From Caroline Beteta, Executive Director, CTTC



For the first time ever, California Tourism's spring/summer national advertising campaign will debut on the 79th Annual Academy Awards show on February 25. By leveraging the excitement and star power associated with the Oscars, the commercial will appear in key spot markets (Seattle, Portland, Salt Lake City and Denver) in pre-show, during and post-show coverage of the Academy Awards. We continue with high visibility, high impact placements in those spot markets throughout May, with spots airing in the following top 25 show line-up

of prime time programming.

Beginning Monday, February 26, the CTTC will advertise during top rated shows such as "Dancing with the Stars," "2 1/2 Men," "CSI: Miami," "24," "Deal or No Deal" and "Heroes." On Tuesdays the spot will air on "Dancing With the Stars," "Boston Legal," "American Idol," "House" and "Law & Order: SVU." Wednesday's schedule includes "Lost," "Criminal Minds," "CSI: NY," "American Idol" and "Medium." Thursdays the spot will be seen on "Ugly Betty," "Grey's Anatomy," "Men In Trees," "CSI," "Survivor: FIJI," "My Name is Earl," "Office" and "ER." And lastly, Sunday's placement includes "Desperate Housewives," "Brothers & Sisters," "Cold Case" and "Without A Trace."

March 12th marks the date that the commercial will air on National Cable networks such as TBS, USA, TNT, Bravo, F/X, and Comedy Central. The CTTC is seeking highly rated programming matching the target demographic and utilizing a high concentration of prime time placement.

This year's advertising campaign features a true "A list" of celebrities, including: Governor Arnold Schwarzenegger and first lady Maria Shriver, Clint Eastwood, Terri Hatcher, Jeff Gordon, Wolfgang Puck, Misty May and Tony Hawk.

Other exciting news is the appointment of Dale Bonner as Secretary of the Business, Transportation and Housing Agency. Secretary Bonner brings a wealth of experience to the Agency and has expressed a keen interest in tourism issues. Please join me in welcoming Secretary Bonner as the CTTC's new chair.

Best Regards,



The California Travel and Tourism Commission brings sunny California to New York media!.

Check Out This Year's New York Media Reception

The CTTC's annual New York Media Reception, held February 6, attracted more than 90 key consumer and travel trade journalists including writers from Budget Travel, CEO Traveler, Family Circle, Modern Bride and Travel + Leisure. Story ideas were pitched by 43 California businesses representing a variety of destinations from the Berkeley CVB, El Dorado County Visitors Authority, Fashion Island and Laguna Beach Visitors & Conference Bureau to the Santa Cruz Beach Boardwalk. This year's event, held at the Millennium Broadway Hotel in the heart of Times Square, successfully exemplified California's fun lifestyle and attitude. Pasadena Convention and Visitors Bureau won "Best Tabletop Decoration." Rodney Strong Vineyards was the official wine sponsor of the event. Three journalists, Toby Saltzman, a freelance writer and editor from Toronto, Canada and Todd and Ellen Kliman, the dining editor at The Washingtonian magazine and freelance writer/editor, flew in for the event and then met for breakfast with CTTC staff the following morning.



**Janel Moncada and Nan Marchand,
Pasadena Convention & Visitors**

Cultural and Heritage Experts Gather in Folsom

Last month's, Economic Development through Cultural and Heritage Tourism Symposium was a huge success. Over 125 attendees from throughout the state including representatives from Sierra Nevada, Central Valley, Orland, Williams and the Central Coast were in attendance. The Folsom Tourism Bureau coordinated a fantastic reception in the Historic Folsom Museum, where local docents presented an historical image of Folsom. Food, wine and sake were provided by local vendors.



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Nearly five million California Treasure Keys will be distributed by retail/restaurant partners.

Find Out About the California Treasure Hunt Cooperative Marketing Program

The California Treasure Hunt is the multi-media, multi-partner spring 2007 co-op marketing program that is designed specifically to drive traffic to attractions throughout California. This spring, nearly five million California Treasure Keys (cards) will be distributed by retail/restaurant partners. These keys are good for savings at hotels and attractions, and entry into the California Treasure Hunt Sweepstakes (valuable prizes). The call to action on the Treasure Keys is a dedicated section of visitcalifornia.com Web site. Customers will see information about participating attractions and be able to download savings coupons to take to attractions during a specified period. [Click here to view details of the program.](#)

Please contact Teddy Wade at twade@visitcalifornia.com or (310) 274-2470 or Chris Schroeder at dexperience@comcast.net or (734) 424-9913 for further information.

Get Your Events Posted to the Newly Redesigned visitcalifornia.com

Gwynne Spann is available to handle any Web site related issues. She is on hand to upload your events and keep the Web site current on a daily basis. She will need name of event, date, time, location, contact information, including phone and URL, and an approximate two-line description of the event.

Please contact Gwynne at gspann@visitcalifornia.com or (916) 319-5414 for further information.



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CTTC Program Opportunities

[COST-EFFECTIVE ADVERTISING AT CALIFORNIA WELCOME CENTERS](#)

Reach over one million travelers annually by advertising on state-of-the-art 42" flat panel screens located in all 13 Welcome Centers, as well as through distribution of your brochures. Contact Janice Simoni, Manager, California Welcome Centers at jsimoni@tourism.ca.gov or (916) 445-1094 for more information.

[CALIFORNIA TOURISM INFORMATION CENTER - SCANDINAVIA - ongoing](#)

This program is designed to get California travel industry partner collateral material into the growing secondary market stimulated by new non-stop service to San Francisco throughout Denmark, Norway, Finland, Sweden and Iceland. Cost range is \$500-\$1,250. Contact Glenda Taylor at gtaylor@visitcalifornia.com or (916) 319-5419 for more information.

[HATS, BAGS AND EATS PACKAGES](#)

Shopping and dining are the top tourism activities in North America, but did you also know that cultural and heritage tourism is the third most popular travel activity? In fact, visitors who engage in cultural and heritage tourism stay longer to enjoy the highest levels of travel satisfaction. Now through an innovative partnership with California Tourism, leading California Cultural & Heritage Attractions and Shop California, the new HATS, BAGS and EATS collection offers a wide range of cultural, historic and shopping tours throughout the golden state. Click [here](#) for more information. Contact Susan Wilcox, Chief Deputy Director, at swilcox@visitcalifornia.com or (916) 319-5412.

Upcoming Events

AMGEN Tour of California 2/18/2007 - 2/25/2007

CTTC February Commission Meeting 2/26/2007 - 2/27/2007

ITB 3/7/2007 - 3/11/2007

CalTIA California Conference on Tourism 3/11/2007 - 3/13/2007

CalTIA California Travel Market (CTM) 4/19/2007 - 4/20/2007

TIA International POW WOW 4/21/2007 - 4/25/2007

CTTC May Commission Meeting 5/14/2007 - 5/15/2007

CTTC October Commission Meeting 10/23/2007 - 10/24/2007



Take advantage of all the cooperative programs and activities the CTTC has to offer.



CTTC CHAIR
ACTING SECRETARY, CALIFORNIA BUSINESS,
TRANSPORTATION AND HOUSING AGENCY

CLAIRE BILBY, CTTC VICE CHAIR
SENIOR VICE PRESIDENT, SALES AND DISTRIBUTION
MARKETING, WALT DISNEY PARKS AND RESORTS

TERRY MACRAE, CTTC VICE CHAIR
CEO, HORNBLOWER CRUISES AND EVENTS

TERRY WESTROPE, CTTC CHIEF FINANCIAL OFFICER
VICE PRESIDENT, ADMINISTRATION AND FINANCE

CAROLINE BETETA, CTTC EXECUTIVE DIRECTOR

JENNIFER JASPER, CTTC DEPUTY
DIRECTOR, COMMUNICATIONS

SUE COYLE
NEWSLETTER EDITOR

CALIFORNIA TOURISM IS A JOINT MARKETING
VENTURE OF THE CALIFORNIA TRAVEL AND TOURISM
COMMISSION (CTTC) AND THE CALIFORNIA BUSINESS,
TRANSPORTATION AND HOUSING AGENCY, DIVISION
OF TOURISM

CALIFORNIA TRAVEL AND TOURISM COMMISSION
980 9TH STREET, SUITE 480
SACRAMENTO, CA 95814

916-444-4429 PHONE
916-444-0410 FAX
WWW.VISITCALIFORNIA.COM

Region	Representative	E-Mail	Phone
All Regions	Susan Wilcox	swilcox@visitcalifornia.com	(916) 319-5412
City of San Francisco	Jason Pacheco	jpacheco@visitcalifornia.com	(707) 224-9007
San Francisco Bay Area and Central Coast	Jean Johnstone	jjohnstone@visitcalifornia.com	(510) 652-3294
Northern and Central CA	Shellie Cook	scook@visitcalifornia.com	(916) 933-2433
Northern and Southern CA Mountains	Pettit Gilwee	pgilwee@visitcalifornia.com	(530) 583-2138
Ventura, L.A. and Orange County	Bob Amano	bamano@visitcalifornia.com	(626) 698-6044
San Diego, Inland Empire and Deserts	Kathy Anderson	kanderson@visitcalifornia.com	(760) 635-1375

PLEASE NOTE: THESE DESIGNATIONS ARE FOR OUTREACH PURPOSES ONLY AND DO NOT REPLACE THE ESTABLISHED 12 CALIFORNIA TOURISM REGIONS USED FOR MOST MARKETING PURPOSES. IF YOU HAVE QUESTIONS, OR DO NOT SEE YOUR AREA LISTED ABOVE, PLEASE CONTACT SUSAN WILCOX, CHIEF DEPUTY DIRECTOR, AT 916-319-5412 OR SWILCOX@VISITCALIFORNIA.COM.

CTTC UPDATES AT A GLANCE

CALIFORNIA TRAVEL AND TOURISM STRATEGIC MARKETING PLAN



In planning for a seven-year elevated marketing campaign, the CTTC along with industry stakeholders have engaged in a comprehensive strategic planning process to adequately prepare for successfully executing an annual \$50 million global marketing campaign. At the February Commission meeting, the \$50 million draft strategic marketing plan was met with approval and the Marketing Committee voted to approve the budget and move forward with the detailed planning. The next version of the plan, complete with key programs for the Fiscal Year 2007-2008 timeframe, will be presented for adoption at the May 15 Commission meeting in San Francisco. Additionally, major planning is underway to adequately develop the necessary international infrastructure to

fulfill the directives of the plan. Major components of the plan will include both a domestic and international advertising and marketing campaign tailored to the primary targeted markets of the United Kingdom, Germany, Japan, Australia, Mexico and Canada, among other secondary and emerging markets.

Find a version of the strategic plan that was presented on February 27th at www.visitcalifornia.com/media/uploads/files/50M_Plan_draft_feb07.pdf which includes the key strategic initiatives.

GOVERNOR'S INTERNATIONAL TRADE MISSION

This just in! Governor Schwarzenegger announced a Trade and Tourism Mission to Canada for May 29 - 31, 2007. The CTTC and a group of tourism leaders will be traveling with the Governor and participating in various events and meetings in Toronto, Ottawa and Vancouver. Look for more details in the next few weeks.

CALIFORNIA TOURISM NATIONAL ADVERTISING CAMPAIGN

Now airing on national cable and in Western Canada is the new CTTC television ad, "Fast Lane" (which now features celebrity talent such as Governor

IN THIS ISSUE

- **CTTC UPDATES AT A GLANCE**
- **TOURISM MARKETING EXCELLENCE AWARDS WINNERS**
- **CHECK OUT CTTC ACTIVITIES**
- **CALIFORNIA TRAVEL SPENDING IMPACT TOPS \$90 BILLION**
- **CTTC PROGRAM OPPORTUNITIES**

Schwarzenegger and first lady Maria Shriver, Wolfgang Puck, Jeff Gordon, Misty May, Tony Hawk, Teri Hatcher and Clint Eastwood). Additional components of the campaign include a comprehensive technology platform that includes the new Web site, cooperative programs, visitor publications, and other printed collateral, media relations, and international marketing and related travel trade. Check out the TV spot on our home page www.visitcalifornia.com.

Best Regards,



California Tourism Marketing Excellence Awards Winners!

The 2007 Tourism Marketing Excellence Awards were announced at the closing luncheon of the California Conference on Tourism on March 13 at the Hyatt Regency Hotel in Sacramento. Conference attendees voted live via a hand-held remote to determine the winners among the top finalists in nine categories as well as "Best of Show." Executive Director Caroline Beteta presented the following honorees with their awards:

Laguna Beach Visitors & Conference Bureau's "A Resort for all Seasons"
Best Overall Marketing Campaign - Destination

SeaWorld San Diego's "Shamu Celebration"
Best Overall Marketing Campaign - Attractions and Recreation

San Diego Convention & Visitors Bureau's "Restaurant Week 2006"
Best Overall Marketing Campaign - Restaurants and Retail

Northstar-at-Tahoe's "NorthstaratTahoe.com"
Best E-commerce

San Diego Unified Port District's "Port of San Diego Cruise Ship Schedule"
Best Print Piece

LEGOLAND® California's "Hero Speak - Pirate/Membership"
Best Radio Advertisement

SeaWorld San Diego's "Shamu Celebration"
Best Television Advertisement

Knott's Berry Farm Theme Park's "Knott's Scary Farm"
Best Public Relations Campaign

Palm Springs Bureau of Tourism
Best Visitor's Guide or Brochure



Live, active audience voting!

Conference attendees voted live at the tourism awards luncheon.

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SeaWorld San Diego

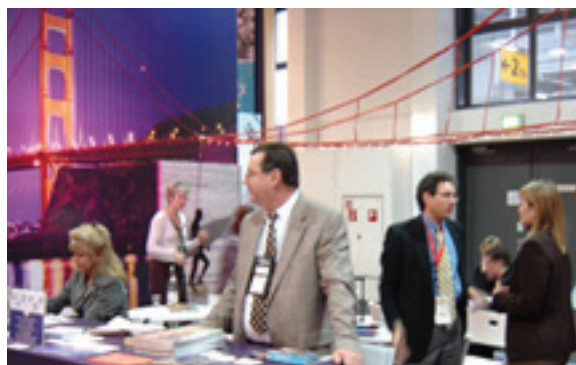
"Best of Show" Best Overall Marketing Campaign - Attractions and Recreation

Congratulations to all the finalists and category winners. We look forward to your participation next year.

Check Out CTTC Activities

ITB-BERLIN

The CTTC and 13 California delegates showcased the Golden State's latest travel products at the annual ITB exhibition in early March. Pictured left to right Nanci Sikes, Tuolumne County Visitors Bureau, Kevin Rice, Palm Springs Desert Resorts Convention and Visitors Authority, Mark Goldberg, AmericaBound Tours, Inc.



EXPO AT THE CALIFORNIA CONFERENCE ON TOURISM - SACRAMENTO

Lynn Carpenter and Jennifer Jasper, CTTC, Woody Peek, Palm Springs Desert Resorts Convention and Visitors Bureau attend the EXPO in conjunction with the California Conference on Tourism.



**Commissioners Meunier, Westrope
and Lawrance at Executive
Committee Dinner.**

CALIFORNIA CONFERENCE ON TOURISM - SACRAMENTO

Caroline Beteta, Executive Director CTTC, addresses California Conference on Tourism attendees.



California Travel Spending Impact Tops \$90 Billion

Total direct travel spending in California was \$93.8 billion in 2006, surpassing 2005 spending impacts by 6.0 percent. Over the past three years, travel spending has increased in California at an average annual rate of 6.9 percent. A substantial share of the increase was due to higher room rates, airfares, and gasoline prices.

During 2006, travel spending in California directly supported 928,700 jobs with earnings of \$28.5 billion. Travel spending generated the greatest number of jobs in arts, entertainment and recreation (233,700 jobs), food service (274,700), and accommodations (203,700).

Travel spending in 2006 generated \$2.1 billion in local taxes and \$3.5 billion in state taxes.

The study was prepared for the California Travel and Tourism Commission by Dean Runyan Associates.

Find a complete copy at: <http://www.visitcalifornia.com/media/uploads/files/CA06pRpt.pdf> or contact Research Manager Tiffany Urness at turness@tourism.ca.gov or (916) 327-3391 for more information.

CTTC Program Opportunities

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Now available. California Travel Impacts by County, with spending, employment and tax impacts and preliminary state estimates for 2006.

CTTC Program Opportunities (Continued)

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CALIFORNIA TREASURE HUNT PROGRAM

This multi-media, multi-partner spring 2007 co-op marketing program is designed specifically to drive traffic to attractions throughout California. This spring, nearly 5 million California Treasure Keys (cards) will be distributed by retail/restaurant partners. These keys are good for savings at hotels and attractions, and entry into the California Treasure Hunt Sweepstakes (valuable prizes). The call to action on the Treasure Keys is a dedicated section of the visitcalifornia.com Web site. Customers will see information about participating attractions and be able to download savings coupons to take to attractions during a specified period. Click here to view details of the program. Please contact Teddy Wade at twade@visitcalifornia.com or (310) 274-2470 or Chris Schroeder at dexperience@comcast.net or (734) 424-9913 for further information.

Upcoming Events

TIA INTERNATIONAL POW WOW

Anaheim USA

4/21/2007 - 4/25/2007

California is thrilled to be hosting the travel industry's premier international marketplace and the largest generator of Visit USA travel.

[Visit Website for More Information](#)

NATIONAL TOURISM WEEK

Nationwide

5/12/2007 - 5/20/2007

The 24th Annual National Tourism Week is an annual event sponsored by TIA and commemorated by states, cities and organizations across the nation. The goal of National Tourism Week is to highlight the powerful economic, social and cultural impacts of travel through events and celebrations.

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Upcoming Events (Continued)

CTTC MAY COMMISSION MEETING

San Francisco USA
5/14/2007 - 5/15/2007
The Fairmont Hotel
950 Mason Street
San Francisco, CA 94108
(415) 772-5000

Monday, May 14, 2007

4:30 p.m. - 6:30 p.m. - Executive Committee Meeting
7:00 p.m. - 9:00 p.m. - Off site dinner

Tuesday, May 15, 2007

9:00 a.m. - 12:30 p.m. - Commission/Marketing Meeting
12:30 p.m. - 1:30 p.m. - Working lunch
1:30 p.m. - 4:00 p.m. - Commission/Marketing Meeting
Contact: msabbatini@visitcalifornia.com or (916) 319-5420
Visit Website for More Information

GOVERNOR'S TRADE AND TOURISM MISSION TO CANADA

Toronto, Ottawa, Vancouver Canada
5/29/2007 - 5/31/2007
Contact: Sue Coyle at scoyle@visitcalifornia.com or (916) 319-5422 for delegate information

2ND ANNUAL TRAVEL LEADERSHIP SUMMIT

Washington, D.C. USA
9/26/2007 - 9/27/2007
Wednesday afternoon September 26
Blue Ribbon Panel of former Members of Congress
"How to Make a Difference on Capitol Hill"

Wednesday evening, September 26

California Congressional Reception
Terrace above Charlie Palmer Steak Restaurant
101 Constitution Avenue, N.W.
Washington, D.C.

Thursday morning, September 27

Point-Copunterpoint with Paul Begala and Tucker Carlson
Organized lobbying on Capitol Hill

Details forthcoming once they are available.



DALE BONNER, CTTC CHAIR
SECRETARY, CALIFORNIA BUSINESS,
TRANSPORTATION AND HOUSING AGENCY

CLAIRE BILBY, CTTC VICE CHAIR
SENIOR VICE PRESIDENT, SALES AND DISTRIBUTION
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CAROLINE BETETA, CTTC EXECUTIVE DIRECTOR

JENNIFER JASPER, CTTC DEPUTY
DIRECTOR, COMMUNICATIONS

SUE COYLE
NEWSLETTER EDITOR

CALIFORNIA TOURISM IS A JOINT MARKETING
VENTURE OF THE CALIFORNIA TRAVEL AND TOURISM
COMMISSION (CTTC) AND THE CALIFORNIA BUSINESS,
TRANSPORTATION AND HOUSING AGENCY, DIVISION
OF TOURISM

CALIFORNIA TRAVEL AND TOURISM COMMISSION
980 9TH STREET, SUITE 480
SACRAMENTO, CA 95814

916-444-4429 PHONE
916-444-0410 FAX
WWW.VISITCALIFORNIA.COM

Upcoming Events (Continued)

CTTC OCTOBER COMMISSION MEETING

Newport Beach USA
10/23/2007 - 10/24/2007
The Balboa Bay Club & Resort
1221 W. Coast Highway
Newport Beach, CA 92663
(949) 645-5000

Tuesday October 23, 2007

4:30 p.m. - 6:30 p.m. - Executive Committee Meeting
7:00 p.m. - 9:00 p.m. - Working Dinner

Wednesday October 24, 2007

9:00 a.m. - 12:30 p.m. - Commission/Marketing Meeting
12:30 p.m. - 1:30 p.m. - Working lunch
1:30 p.m. - 4:00 p.m. - Commission Meeting

Contact: Matt Sabbatini at msabbatini@visitcalifornia.com or 916-319-5420

Region	Representative	E-Mail	Phone
All Regions	Susan Wilcox	swilcox@visitcalifornia.com	(916) 319-5412
City of San Francisco	Jason Pacheco	jpacheco@visitcalifornia.com	(707) 224-9007
San Francisco Bay Area and Central Coast	Jean Johnstone	jjohnstone@visitcalifornia.com	(510) 652-3294
Northern and Central CA	Shellie Cook	scook@visitcalifornia.com	(916) 933-2433
Northern and Southern CA Mountains	Pettit Gilwee	pgilwee@visitcalifornia.com	(530) 583-2138
Ventura, L.A. and Orange County	Bob Amano	bamano@visitcalifornia.com	(626) 698-6044
San Diego, Inland Empire and Deserts	Kathy Anderson	kanderson@visitcalifornia.com	(619) 888-4002

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CTTC Activity Updates

POW WOW, ADOPTION OF STRATEGIC PLAN, GOVERNOR'S TRADE & TOURISM MISSION TO CANADA - ALL ON THE HORIZON



Beginning this weekend, Pow Wow 2007 will be in full swing! Over 1,000 travel suppliers and 1,500 international and domestic buyers representing 70 countries are expected in Anaheim through April 25. A number of events and activities that are planned will give California's vast tourism industry the opportunity to showcase the Golden State's diversity of product offerings. The CTTC has put together an incredible Post Familiarization Tour schedule for April 26-29 that promotes six spectacular tours throughout the state - confirming first-hand California's status as a year-round destination of choice. Over 100 members of the international media and buyers are participating in the CTTC post Pow Wow Fam Tour series.

Also on the horizon is the presentation and adoption of the \$50 million Strategic Marketing Plan at the May 15 Commission/Marketing meeting in San Francisco. A detailed level tactical planning document that catalogs the proposed expenditures for next year and key programs of investment will be presented. This annual work plan will be updated regularly to reflect all CTTC program and resource efforts. If you are planning to attend the meeting R.S.V.P. to Matt Sabbatini at msabbatini@visitcalifornia.com or (916) 444-4429.

Plans continue for Governor Schwarzenegger's Canada Trade and Tourism Mission scheduled for May 28-31. The Governor, in partnership with the CTTC and a select group of travel industry partners and a business delegation will be promoting California as a premier travel destination among key stakeholders within the Canadian marketplace - media and tour operators as well as Canadian travel consumers. To view the Governor's announcements of the trip visit <http://gov.ca.gov/index.php?/press-release/5678/>.

Best regards,

A handwritten signature in black ink, appearing to read "Caroline B. Berto".

IN THIS ISSUE

- CTTC ACTIVITY UPDATE
- 2007 REFERENDUM RENEWAL UPDATE
- TRAVEL RESEARCH PLANNING TOOL ON VISITCALIFORNIA.COM
- RURAL UPDATE
- GRAND OPENINGS OF TWO NEW CALIFORNIA WELCOME CENTERS
- CTTC PROGRAM OPPORUNTIES

TO RECEIVE THIS NEWSLETTER
VIA E-MAIL, SEND AN E-MAIL TO
SCOYLE@INSIGHTSONLINE.COM.



Meridian Pacific is Awarded Contract

2007 Referendum Renewal Update

The CTTC recently awarded a contract to Meridian Pacific, Inc. (Meridian) to manage the 2007 Referendum Renewal Campaign. Meridian is a Sacramento-based political consulting firm that has managed local, statewide and issue campaigns throughout California and the Western states. Known for developing winning strategies through a combination of comprehensive research, strategic planning and precision execution, we look forward to a successful renewal of the Referendum.

CTTC's point person on the account, Tom Ross, is a partner at Meridian Pacific. He has been responsible for major statewide coalition building efforts for numerous propositions and in developing winning strategies and message development for local ballot measures and public policy issues. Elizabeth Hansell and Josiah Keane will focus on coalition outreach and creative design respectively. The CTTC welcomes Meridian onboard.

Travel Research Planning Tool on VisitCalifornia.com

Interactive Web site developed by Dean Runyan helps you create regional state travel impact charts and tables online.

Create your own county and state travel impact charts and tables online. Visit the interactive Web site designed and maintained by Dean Runyan Associates on behalf of the CTTC. The site has been updated with 2006 state travel spending, employment and tax impacts, 2005 impacts for every county, and city-level Transient Occupancy Tax rates, tax revenue and room sales. <http://www.deanrunyan.com/maps/statesdb/CA.html>



Communications Update

SUCCESSFUL MEDIA EVENTS/SALES CALLS TO SEATTLE AND MIAMI

Jesus Hernandez, *Diario Las Americas*, Jennifer Jasper, CTTC and Patricia Rivera, *Gerencia de Viajes*, (pictured left) met earlier this month for a media lunch in Miami. This was one of the successful media sales calls and events that recently took place in Seattle and Miami by the CTTC Communications department. The goal of these trips was to build relationships and encourage the media to keep California top-of-mind and showcase new story ideas.

On March 26, Sam Caygill, Media Relations Manager, visited three publications based in Seattle - The Seattle Times, Journey (AAA publication) and RV Life. All publications were receptive and excited to learn more about California for their readers.

Jennifer Jasper, Deputy Director of Communications, Sam Caygill and Jeanne Sullivan, CTTC contractor, traveled to Miami where CTTC hosted a media lunch attended by top media including Atmosphere Magazine, freelance writer Jay Clarke (writer for the Miami Herald), *Gerencia de Viajes*, Coral Gables Gazette, *Diario Las Americas*, Recommend Magazine and the Sun-Sentinel's Miami Bureau. The following day sales calls were conducted with the The Miami Herald, Sun-Sentinel and Univision's *Despierta America*. At the Herald they met with editor Jane Wooldridge who is an award-winning writer and recently named travel journalist of the year. This was the first time the CTTC made dedicated sales calls to this area and California was very well received - especially in regards to food/wine, culture, ski and Northern California destinations.



Charles Greenfield, *Coral Gables Gazette*, Richard Hebert, *Travel Advance*, Tom Stieghorst, *Sun-Sentinel*, Jay Clarke, freelance



Jesus Hernandez of *Diario Las Americas*, Jennifer Jasper of California Travel & Tourism Commission, Patricia Rivera of *Gerencia de-Viajes*

Rural Update

Jonelle Norton is the new Rural Tourism Program Development Manager for the California Travel and Tourism Commission. Jonelle is responsible for bringing together the many rural constituencies under the California umbrella and unifying efforts to promote rural tourism. She is also responsible for managing all aspects of the rural cooperative marketing programs, including planning, development, implementation, and budgeting for the program.

Most recently she was the Chief Executive Officer for Placer Valley Tourism, the destination marketing organization created by a Business Improvement District located in Northern California to market the South Placer County areas of Roseville, Rocklin, and Lincoln.

We are pleased to have Jonelle a part of the CTTC team. Jonelle can be reached at jnorton@visitcalifornia.com or 916-319-5438.



Meet Jonelle Norton, Manager, Rural Tourism Development Manager.

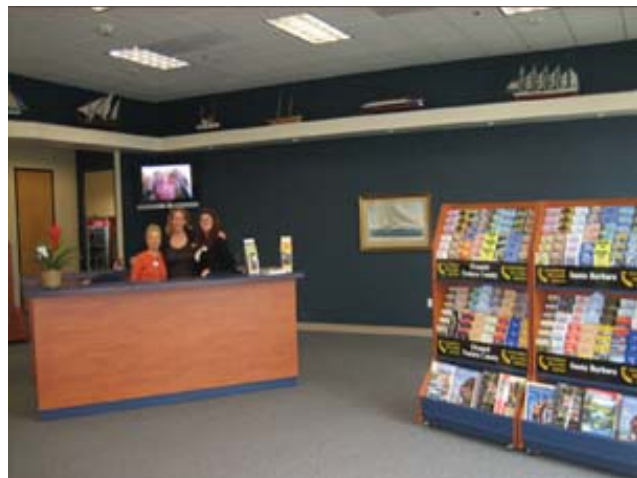
Grand Openings of Two New California Welcome Centers

Oxnard and San Bernardino are the two newest California Welcome Centers. The CWC Oxnard (pictured below) will serve as the gateway for all southbound visitors to the Los Angeles Basin and beyond, while at the same time welcoming all those traveling northbound who want to explore the Central Coast. The CWC will be a key element in supporting and maximizing the tourism benefits to the Central Coast region. A grand opening celebration is scheduled for May 16, 2007.

The CWC San Bernardino, scheduled to open May 17, is located in close proximity to shopping, dining, lodging, golfing and other tourist activities. The center highlights Route 66 and has interactive displays, as well as a juke box that plays California songs. The center also has an animatronic bear (pictured below) that promotes local attractions recorded in the voice of a child.

Services provided by both CWCs include seven day a week accessibility; professionally designed tourism information displays; brochures from throughout the state for destination, attraction, performing arts, and accommodations; reservation services, Internet access, regional and California merchandise, attraction ticket sales, and state-of-the-art flat screen advertising of tourist attractions.

For more information regarding the California Welcome Centers, please contact Janice Simoni, Manager, California Welcome Centers at jsimoni@tourism.ca.gov or (916) 445-1094.



Oxnard (pictured) and San Bernardino Welcome Centers are scheduled to open their doors in May

CTTC Program Opportunities

CALIFORNIA TREASURE HUNT PROGRAM

This multi-media, multi-partner spring 2007 co-op marketing program is designed specifically to drive traffic to attractions throughout California. Starting with Longs Drugs on May 1, California Treasure Keys (cards) will be distributed by retail partners. These Treasure Keys are good for savings at hotels and attractions, and entry into the California Treasure Hunt Sweepstakes for the opportunity to win valuable prizes. Additionally, Southwest Airlines has just joined as a major partner in the Treasure Hunt program. The airline will promote the program on e-tickets to and through California and also provide travel vouchers for randomly selected customers as well as for Grand Prize "California Getaways" winners. The call to action on the Treasure Keys is a dedicated section of the visitcalifornia.com/treasure Web site. Upon logging on to the site, customers will automatically be entered in the sweepstakes and eligible for other incentives to take to attractions during the promotional period. Click here to view details of the program. Partners may get involved in this highly leveraged promotional effort for as little as \$500 each by contacting Susan Wilcox at swilcox@visitcalifornia.com or (916) 319-5412 or Chris Schroeder at dexperience@comcast.net or (734) 424-9913 for further information.



HATS, BAGS AND EATS PACKAGES

Shopping and dining are the top tourism activities in North America, but did you also know that cultural/heritage tourism is the third most popular travel activity? In fact, visitors who engage in cultural and heritage tourism stay longer to enjoy the highest levels of travel satisfaction. Now through an innovative partnership with California Tourism, leading California Cultural & Heritage Attractions and Shop California, the new HATS (History, Arts, Tours & Shopping), BAGS (Botanicals, Arts, Gardens & Shopping) and EATS (Epicurean, Arts, Tours & Shopping) collection offers a wide range of cultural, historic and shopping tours throughout the Golden State. Click here for more information. Contact Susan Wilcox, Chief Deputy Director, at swilcox@visitcalifornia.com or (916) 319-5412.

Upcoming Events

TIA INTERNATIONAL POW WOW

Anaheim USA

4/21/2007 - 4/25/2007

California is thrilled to be hosting the travel industry's premier international marketplace and the largest generator of Visit USA travel.

Visit Website for More Information

NATIONAL TOURISM WEEK

Nationwide

5/12/2007 - 5/20/2007

The 24th Annual National Tourism Week is an annual event sponsored by TIA and commemorated by states, cities and organizations across the nation. The goal of National Tourism Week is to highlight the powerful economic, social and cultural impacts of travel through events and celebrations.

CTTC MAY COMMISSION MEETING

San Francisco USA

5/14/2007 - 5/15/2007

The Fairmont Hotel

950 Mason Street

San Francisco, CA 94108

(415) 772-5000

- Monday, May 14, 2007

4:30 p.m. - 6:30 p.m. - Executive Committee Meeting

7:00 p.m. - 9:00 p.m. - Off site dinner

- Tuesday, May 15, 2007

9:00 a.m. - 12:30 p.m. - Commission/Marketing Meeting

12:30 p.m. - 1:30 p.m. - Working lunch

1:30 p.m. - 4:00 p.m. - Commission/Marketing Meeting

Contact: msabbatini@visitcalifornia.com or (916) 319-5420

GOVERNOR'S TRADE AND TOURISM MISSION TO CANADA

Toronto, Ottawa, Vancouver Canada

5/29/2007 - 5/31/2007

Contact: Sue Coyle at scoyle@visitcalifornia.com or (916) 319-5422 for delegate information

CALTIA RURAL TOURISM CONFERENCE

Catalina Island USA

9/16/2007 - 9/18/2007

Contact: Ross Hutchings

California Travel Industry Association

P.O. Box 276567

Sacramento, CA 95827-6567

(916) 932-2580

FAX: (916) 932-2590

Visit Website for More Information

Newport Beach, CA 92663

(949) 645-5000



DALE BONNER, CTC CHAIR
SECRETARY, CALIFORNIA BUSINESS,
TRANSPORTATION AND HOUSING AGENCY

CLAIRE BILBY, CTC VICE CHAIR
SENIOR VICE PRESIDENT, SALES AND DISTRIBUTION
MARKETING, WALT DISNEY PARKS AND RESORTS

TERRY MACRAE, CTC VICE CHAIR
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916-444-0410 FAX
WWW.VISITCALIFORNIA.COM

2ND ANNUAL TRAVEL LEADERSHIP SUMMIT

Washington, D.C. USA

9/26/2007 - 9/27/2007

- Wednesday afternoon September 26

Blue Ribbon Panel of former Members of Congress

"How to Make a Difference on Capitol Hill"

- Wednesday evening, September 26

California Congressional Reception

Terrace above Charlie Palmer Steak Restaurant

101 Constitution Avenue, N.W.

Washington, D.C.

- Thursday morning, September 27

Point-Copunterpoint with Paul Begala and Tucker Carlson

Organized lobbying on Capitol Hill

Details forthcoming once they are available.

CTC OCTOBER COMMISSION MEETING

Newport Beach USA

10/23/2007 - 10/24/2007

The Balboa Bay Club & Resort

1221 W. Coast Highway

Newport Beach, CA 92663

(949) 645-5000

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Contact: Matt Sabbatini at msabbatini@visitcalifornia.com or 916-319-5420

Region	Representative	E-Mail	Phone
All Regions	Susan Wilcox	swilcox@visitcalifornia.com	(916) 319-5412
City of San Francisco	Jason Pacheco	jpacheco@visitcalifornia.com	(707) 224-9007
San Francisco Bay Area and Central Coast	Jean Johnstone	jjohnstone@visitcalifornia.com	(510) 652-3294
Northern and Central CA	Shellie Cook	scook@visitcalifornia.com	(916) 933-2433
Northern and Southern CA Mountains	Pettit Gilwee	pgilwee@visitcalifornia.com	(530) 583-2138
Ventura, L.A. and Orange County	Bob Amano	bamano@visitcalifornia.com	(626) 698-6044
San Diego, Inland Empire and Deserts	Kathy Anderson	kanderson@visitcalifornia.com	(619) 888-4002

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What's New in California



What's New in California

Program Date:

Spring 2007 and Summer 2007

Program Description

What's New in California is a seasonal round-up of new travel and tourism developments in all 12 state regions and statewide. The publication caters to both short and long lead publications. Short-lead publications can find news for the upcoming season while long-lead targets can find appropriate information in the "Looking to the Future" section.

Target Audience

Domestic and international travel media (print, broadcast and internet)

Objectives & Reach/Results & Accomplishments

What's New in California is distributed via hard copy and email to over 3,000 domestic and international media, as well as travel industry contacts.

Program Contacts

Jennifer Jasper, Deputy Director of Communications, (916) 319-5428,
jjasper@visitcalifornia.com

what's new **IN CALIFORNIA**



STATE OF CALIFORNIA

Arnold Schwarzenegger, Governor

Dale E. Bonner, Secretary
California Business, Transportation
and Housing Agency, Chair, CTTC

CTTC

Caroline Beteta, Executive Director

Jennifer Jasper, Deputy Director
Communications
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Sam Caygill, Media Relations Manager
What's New in California Editor
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Leona Reed, Media Relations Manager
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Tel: 916-444-4429

Fax: 916-444-0410

E-mail: info@visitcalifornia.com
visitcalifornia.com

© 2007 California Travel and
Tourism Commission

EDITOR'S NOTE

There is always something new and exciting in California. As your resource for statewide news, the California Travel and Tourism Commission (CTTC) is pleased to present this release describing new developments taking place in the various regions of the Golden State. Consumers can get free California travel planning information by visiting CTTC's Web site at visitcalifornia.com or by writing to the address above.

Residents of the United States and Canada can also receive travel planning information by calling (800) 862-2543. International travelers need to dial (916) 444-4429.



NEW CALIFORNIA HATS, BAGS AND EATS PACKAGES AVAILABLE

Available April

21 for travelers looking for unique cultural, heritage and shopping experiences are more than 30 HATS, BAGS and EATS packages. Shopping and Dining are the top tourism activities in North America, but did you also know that cultural and heritage tourism is the third most popular travel activity? In fact, visitors who engage in cultural and heritage tourism stay longer to enjoy the highest levels of travel satisfaction. Now through an innovative partnership with California Tourism, leading cultural and heritage attractions and Shop California, the new HATS, BAGS and EATS collection offers a wide range of cultural, historic and shopping tours throughout the golden state. Travel planners have a choice of packages in California's 12 diverse tourism regions, priced from \$40 to \$400. Packages are sold at www.shopcalifornia.org, www.visitcalifornia.com, www.shopamericatours.com and through leading tour operators and travel agents worldwide. Developed and certified for Shop California by Shop America Tours, these dynamic packages will appeal to all types of travelers—couples, friends, families, international and domestic visitors. Media contact: Jennifer Jasper, California travel and Tourism Commission, (916) 319-5428, jjasper@visitcalifornia.com. Public contact: www.shopcalifornia.org, www.visitcalifornia.com, www.shopamericatours.com.

EXPRESSJET OFFERING NON-STOP ROUTES FOR CALIFORNIA

ExpressJet Airlines has announced flight service to 24 cities across the U.S. West Coast, Southwest and Midwest regions beginning April 2007. ExpressJet is a new branded service allowing customers convenience with more non-stop flights, valet carry-on bag service, and more than 100 channels of free XM Satellite Radio. ExpressJet schedules and fares are available for sale through most distribution channels, including travel agencies, online and online distribution channels, for service originating from Los Angeles/Ontario, Sacramento, Austin, San Antonio and New Orleans to destinations in Albuquerque, Spokane, Boise, Tucson, Omaha, Kansas City, MO, Colorado Springs, Oklahoma City, Tulsa, Birmingham, Raleigh/Durham, Louisville, Monterey, CA, Fresno, Bakersfield, Jacksonville, FL, El Paso and Corpus Christi. Media contact: ExpressJet, Corporate Communications, (832) 353-3333, express.press@expressjet.com. Public contact: www.expressjet.com or www.xjet.com.

INSIDE

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- 14 Looking To The Future

SAN DIEGO-LAKE TAHOE DIRECT FLIGHTS LAUNCHED MARCH 11

The path between North Lake Tahoe and San Diego just got easier. Southwest Airlines launched two new daily, non-stop flights between San Diego and the Reno-Tahoe International Airport Sunday, March 11 with fares as low as \$67 (refundable anytime) one-way. One of the new flights leaves San Diego at 9:35 a.m. and arrives in Reno at 11:10 a.m., perfect for a half-day of skiing and snowboarding. The other flight leaves San Diego at 6:55 p.m. and arrives at the Reno-Tahoe International Airport at 8:30 p.m. For San Diego bound passengers, flights leave the Reno-Tahoe International Airport at 8:20 a.m., arriving in San Diego at 9:45 a.m. and 5:55 p.m. arriving at 7:20 p.m. Media contact: Pettit Gilwee, Pettit Gilwee Public Relations, (530) 583-2138, pettit@gilweepr.com. Public contact: Southwest Airlines, (800) IFLYSWA® (800-435-9792), www.southwest.com.



SHASTA LAKE HOUSEBOAT FLEET GETS BIGGER

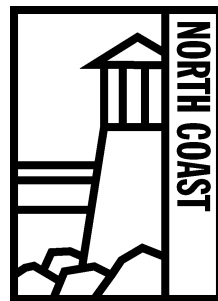
Already home to the world's largest fleet of houseboats, Shasta Lake,

north of Redding, gets another big houseboat class at the Bridge Bay Resort with the addition in 2007 of the Grand Sierra EX, operated by Seven Crown Resorts. This leviathan of the lakes sleeps 13 comfortably and has two decks with a waterslide, flybridge, shaded roof with lighting, two bathrooms, walk-in closet, full kitchen with microwave, refrigerator, stove/oven and gas BBQ, VCR/DVD player, AM/FM stereo, three air conditioners and many other features. Media contact: Karen Lippe-Ferrell, Seven Crown Resorts, (949) 588-7100, klippe@sevendcrown.com. Public contact: Bridge Bay Resort, Seven Crown Resorts, (530) 275-3021, info@sevendcrown.com, www.sevendcrown.com.

TITANIC HITS TURTLE BAY

Nearly 100 years after the world's largest ship struck ice in the North Atlantic, the moving tale of this maritime tragedy is recreated in Redding at the Turtle Bay

Exploration Park with more than 175 artifacts on display that were rescued from the ship. Titanic: The Artifact Exhibition will be at Turtle Bay now through May 28, 2007. In this interactive exhibit, every visitor becomes a passenger and experiences the heartbreaking April day in 1912, when the Titanic was lost. Authentically recreated first and third-class staterooms and the veranda where diners would choose from the ship's fare are made all the more realistic by actual artifacts from the Titanic. In the Memorial Room, visitors learn about the aftermath in which desperate efforts were taken to find the more than 1,500 lost in the disaster. The chill of that night are felt physically as visitors touch an iceberg as cold as the one that sank the ship. Tickets sell for \$20/adult, \$12/children and \$17/seniors. Media contact: Karen Whitaker, Shasta Cascade Wonderland Association, (530) 365-7500, karen@shastacascade.org, www.shastacascade.org. Public contact: Angela Torretta, Turtle Bay Exploration Park, (530) 242-3143, atorretta@turtlebay.org, www.turtlebay.org.



CALIFORNIA RIVERS TOURS NOW OFFERS WINERY TOURS

California Rivers Tours now offers a chance to explore the world of smaller boutique wineries with their new winery

tours. The company has been in business for over 10 years offering guided kayak tours along the Russian River. The new winery tours are led by a knowledgeable Sonoma County native who introduces guests to small wineries and vintners who are passionate about their subjects. Guests are picked up and returned to their lodging, and lunch is included. Media contacts: Tim Zahner or Keri Hanson, Sonoma County Tourism Bureau, (707) 522-5810, tzahner@sonomacounty.com, khanson@sonomacounty.com, www.sonomacounty.com. Public contact: John Condon, California Rivers Tours, (707) 579-2209, www.calrivers.com.

COURTYARD BY MARRIOTT RENOVATES HOTEL INTERIOR

The Courtyard by Marriott in Santa Rosa may look the same from the outside, but inside it is a brand new hotel after a \$2 million renovation to its guestrooms, meeting space, lobby and restaurant area. The guestrooms feature new carpet, wall coverings, furniture, artwork and new beds. Bathrooms have been outfitted with new granite countertops, showerheads and curved shower rods to expand space in the showers. The hotel is also offering a new "Eggs are It!" breakfast format that includes an omelet station and a custom Belgian waffle station run by the hotel's chefs. Free computer use in the new business center is now offered. Printing fees apply. Complimentary high-speed wireless Internet access will be available throughout the restaurant, meeting areas and lobby. Media contact: Paige Nesbitt, (310) 243-7481, paige@epiphanyprm.com. Public contact: Courtyard by Marriott Santa Rosa, (707) 573-9000, www.marriott.com.

DI ROSA PRESERVE ANNOUNCES SPRING EXHIBITIONS

The di Rosa Preserve: Art & Nature announces two new exhibitions this spring. "Jock McDonald: A Series of Series," showcasing 24 large platinum prints from eight photographic series, will be on display from March 24–May 12, 2007. The exhibition is the latest in special Gatehouse Gallery programs featuring recent work from notable di Rosa collection artists. Jock McDonald is a self-taught photographer, based in Sonoma, whose work has achieved critical acclaim for its wit, humor, and pathos. His work has been widely published and exhibited internationally, and he has worked successfully as a commercial photographer. McDonald is best known for his humanistic and often witty celebrity portraits, including such notables as Rosa Parks, Robin Williams, and Robert Mondavi. In celebration of the 100th anniversary of California College of the Arts, the di Rosa Preserve: Art & Nature will showcase notable works of art created by CCA alumni in the di Rosa collection from the late 1960s through the 1990s. Featured artists include Robert Arneson, Robert Bechtle, Robert Brady, Squeak Carnwath, Viola Frey, Todd Hido, David Ireland, Richard McLean, Manuel Neri, Nathan

Oliveira, Dennis Oppenheim, Raymond Saunders, Peter Voulkos, and Paul Wonner. This exhibition, CCA[C] Alumni @ di Rosa Preserve: The Collection in Context, will run from May 26–July 14, 2007. Located in the Carneros region of Napa Valley, the di Rosa Preserve: Art and Nature houses nearly 2,300 works of art by more than 900 artists from Northern California. Media contact: Kathleen Gaines, di Rosa Preserve: Art & Nature, (707) 226-5991 x34, kathie@dirosapreserve.org. Public contact: di Rosa Preserve: Art & Nature, (707) 226-5991, www.dirosapreserve.org.

NEW SONOMA COUNTY FARM TRAILS MAP & GUIDE

Travelers can customize their own tour of Sonoma County farms that are open to the public with the new 2007 Farm Trails Map & Guide. This free guide, available in April 2007, will show visitors where to find locally grown produce like chestnuts, Asian pears, and Sonoma County's famous Crane melons. Guests will also have the opportunity to meet every kind of farm animal and exotic wildlife. The 35th annual edition features colorful easy-to-use maps, and descriptions and contact information for more than 200 agricultural businesses. Tour goers can also sample duck eggs from a man named Duck, see how cheese and olive oil are made, learn about beekeeping, or become a better gardener after speaking with experts at dozens of specialized Sonoma County nurseries. The Farm Trails Map & Guide is available through the Sonoma County Farm Trails office by calling (707) 571-8288 or (800) 207-9464, or e-mailing farmtrails@farmtrails.org. Media contacts: Tim Zahner or Keri Hanson, Sonoma County Tourism Bureau, (707) 522-5810, tzahner@sonomacounty.com, khanson@sonomacounty.com, www.sonomacounty.com. Public contact: Sonoma County Farm Trails, (707) 571-8288 or (800) 207-9464, farmtrails@farmtrails.org, www.farmtrails.org.

OSMOSIS SPA OFFERS ENZYME CLEANSING PROGRAM

Osmosis Spa in Freestone is pleased to offer a new Enzyme Cleansing Program designed to help guests experience optimal wellness and vitality in just three weeks. The detoxification program is based on the

idea that most people are taking in excess amounts of toxins through the environment, poor diet, and overly hectic lifestyles. These toxins can have lasting negative physical effects including compromised digestion, weakened immune function, fatigue and disease. The three-week regimen includes the spa's signature cedar enzyme bath, internal enzyme supplements, specialty massages and on-going diet and lifestyle coaching. The cost is \$400 for one person and \$350 with a friend. Media contact: Tim Zahner or Keri Hanson, Sonoma County Tourism Bureau, (707) 522-5810, tzahner@sonomacounty.com or khanson@sonomacounty.com, www.sonomacounty.com. Public contact: Osmosis Spa, (707) 823-8231, www.osmosis.com.

PETALUMA INTRODUCES GUIDED TWO-WHEELED SEGWAY TOURS

The future meets the past in Petaluma's Historic Downtown with the launch of a new kind of guided tour that takes visitors on a journey through time aboard a human transporter that is straight out of the future. Petaluma tour guide Stewart Munson is offering three-hour tours of Historic Downtown Petaluma aboard the Segway, a two-wheeled human transporter balanced by gyroscopes. Tours will be offered Friday–Sunday by advance reservation only and will include a 10-minute demonstration on the use of the Segway. Tours depart from the Petaluma Visitor Center located at the Historic Railroad Depot. Media contact: Marsha Trent, Petaluma Visitor Center, (707) 769-0429, mtrent@visitpetaluma.com, www.visitpetaluma.com. Public contact: Stewart Munson, Prop Stop, (707) 775-3191, propstop@sonic.net, www.thepropstopshere.com.

PODCAST DRIVING TOURS AT FAIRMONT SONOMA MISSION INN & SPA

The Fairmont Sonoma Mission Inn & Spa is offering free podcast driving tours available through a link on the hotel Web site, www.fairmont.com/smi/audiodrivingtour/, and through podcast directories including iTunes. The podcast tours include interviews with local personalities such as Bruno Tison, executive chef at the Fairmont Sonoma Mission Inn & Spa, who reveals his personal favorite wineries, local organic

farms and artisan cheese makers. Hanzell Vineyard's touted winemaker Michael Terrien discusses traditional winemaking techniques and shares tips on what to look for in a California chardonnay. Chris Prevost, owner and operator of Vintage Aircraft Tours, details the view of Sonoma and the surrounding counties from aboard his signature planes. Other tracks take behind-the-scenes glimpses at the PGA Champions Tour's Charles Schwab Cup Championship at the Sonoma Golf Club, and a walk through the vineyards during the fall harvest with PJ Rex of artisan winery Deerfield Ranch. Media contacts: Tim Zahner or Keri Hanson, Sonoma County Tourism Bureau, (707) 522-5810, tzahner@sonomacounty.com, khanson@sonomacounty.com, www.sonomacounty.com. Public contact: The Fairmont Sonoma Mission Inn & Spa, (707) 938-9000 or (800) 441-1414, www.fairmont.com.

RENOVATIONS UNDERWAY AT INN ON RANDOLPH IN NAPA

Renovations at the 10-room Inn on Randolph in historic Napa are nearing full completion. By mid-March, guests will be able to indulge in private spa treatments in the new spa lounge. With soothing décor and French doors opening to a patio, massages and other rejuvenating treatments can be enjoyed indoors or out. The inn is also adding a large lounge for guests to socialize and enjoy a cup of espresso, cappuccino or latte made at the 24-hour self serve coffee bar. Plush chairs and sofas will provide comfortable seating for relaxing in front of the fireplace or large flat panel television. Outside, a patio with a water feature, outdoor fireplace and seating will entice guests to enjoy Napa's temperate climate. The new spa and common lounges, each with its own bathroom and outdoor patio, can also be reserved for private functions. Uses range from an intimate dinner and spa package for two, to executive retreats and small weddings. Guest cottages are also being upgraded with larger, more private, outdoor patios furnished with tables and chairs, low voltage lighting and water features for quiet outdoor relaxation. Media and public contact: Deborah Coffee, Inn on Randolph, (707) 257-2886, innonrandolph@aol.com, www.visitsoon.com.

SOAR OVER LAKE COUNTY IN A RESTORED WWII STEARMAN BI-PLANE

Lake County Bi-Plane Tours, Lake County's most recent endeavor in adventure, is now offering aerial tours in a fully restored WWII open cockpit Stearman Bi-Plane. With only 100 of these special planes left in the United States, visitors enjoy a one-of-a-kind flying experience over rolling vineyards; Clear Lake, the largest natural freshwater lake in California; and Mt. Konocti, a 5 million year-old dormant volcano with its highest peak reaching 4,299 feet. Visitors may take a glider ride instead and soar over the same landscapes with a partner and pilot in an engineless plane. Media contact: Penny Dahl, Lake County Marketing Program, (707) 274-8574, pennyd@co.lake.ca.us, www.lakecounty.com. Public contact: Nancy Brier, Lake County Bi-Plane Tours and Solo Flight School, (707) 263-9920, www.707ucanfly.com, NKMBrier@aol.com.

VALLEY FORD HOTEL REOPENS

The historic Valley Ford Hotel and Restaurant in Sonoma County has new life this spring. Built in 1864 in the quaint community of Valley Ford, the hotel has been remodeled and reopened by new owners Shona Campbell and Brandon Guenther. Visitors may choose from six charming guest rooms, each with a queen bed and private bath. Rates range from \$100 to \$165 per night. Media contacts: Tim Zahner or Keri Hanson, Sonoma County Tourism Bureau, (707) 522-5810, tzahner@sonomacounty.com, khanson@sonomacounty.com, www.sonomacounty.com. Public contact: Valley Ford Hotel and Restaurant, (707) 876-3600.

VAUDEVILLE THEATER IN EUREKA RETURNS TO SHOW BIZ

The Loews State Theater in Eureka, one of a handful of surviving vaudeville and silent movie houses in California, returned in grand style to theatrical service in February 2007, following a three-decade absence from show business. The Spanish Colonial Revival theater, re-christened the Arkley Center for the Performing Arts after a multi-million dollar renovation, has been restored to its original condition, complete with an orchestral pit and organ loft chambers. The three-story theater seats 750 and will

present musical acts, live theater and movies. The theater was originally built in 1920 by the prolific San Francisco Reid Brothers Architects whose vaudeville and show houses once graced the downtowns of many California cities. The Eureka landmark was upgraded in 1929 to accommodate the latest cinematic breakthrough, "talkies," or motion pictures with sound. Prior to the recent renovation, the movie house at 412 G Street has survived two fires, became a department store in the 1970s, and remained vacant for the past 10 years. Media and public contact: Richard Stenger, Humboldt County Convention & Visitors Bureau, (800) 346-3482, x204, press@redwoods.info, www.redwoods.info, www.arkleycenter.com.



SEGWAY TOURS OF ANGEL ISLAND STATE PARK

Guided tours of Angel Island State Park on Segways,

the fun, electric, self-balancing, personal transportation devices, will commence March 10, 2007. The daily tours will travel five miles around the island on its paved Perimeter Trail, beginning at 10:30, 11:30, 12:30, 1:30 and 3 p.m. Along the way, spectacular views of San Francisco Bay, the Golden Gate Bridge, San Francisco and the seaside village of Tiburon are enjoyed. On the tours, groups of nine riders are accompanied by an informed guide who describes the State Park's fascinating history and ecology. Angel Island, the largest island on San Francisco Bay, was an important coastal defense installation, active in every war from the American Civil War (1860s) to the Cold War (1960s), and several Army forts and installations are passed along the route. Angel Island also was the point of entry to the United States for immigrants from the Pacific. The Angel Island Immigration Station served as the west coast equivalent of Ellis Island. This fall, the Immigration Station reopens, after a multi-year renovation. Segway tours cost \$65 and must be reserved online at www.segwayangelisland.com. Tour participants must be at least 16 years old. Angel Island is reached by ferry from Tiburon, San Francisco's Fisherman's

Wharf and Alameda/Oakland. Media contact: John Poimiroo, Poimiroo & Partners, (916) 933-8860, john@poimiroo.com. Public contact: Angel Island Company, (415) 897-0715, goplay@angelisland.com, www.angelisland.com, www.segwayangelisland.com.

THE EXPLORATORIUM INTRODUCES INNOVATIVE EXHIBITS

San Francisco's Exploratorium will introduce two innovative exhibits in March: "Liminality: Art on the Threshold," and "What's Wrong with This Car?" "Liminality: Art on the Threshold," March 8–June 3, 2007, builds on a rich history of boundary-bending projects that play with the Exploratorium's home, the airplane-hangar-like Palace of Fine Arts interior. "Liminality" experiments with the Exploratorium's public space using the metaphor of thresholds as a unifying theme. This exhibition will feature large-scale artworks, created by Seattle and Bay Area artists, which create an artistic drama and a heightened awareness of the architecture within the Exploratorium. Artists for the exhibition include Lead Pencil Studio of Seattle, Erica Gangsei, Alex Clausen, Paul Andrew Hayes, and Sayed Alavi. The interactive exhibit, "What's Wrong with This Car?" challenges visitors to listen with the ears of an auto mechanic to interpret problems. Visitors will sharpen their listening skills by focusing on sound as a source of information. The front half of a new car will serve as the tool for identifying underlying problems, just as a trained mechanic does. With practice, listeners can distinguish the auditory nuances that distinguish a sticking valve from a bad set of brakes. They also hone another kind of skill: translating imitations of sounds, made by customers' lips and tongues, into the metallic clicks and whirr's of pistons, calipers, and cams. This exhibit will be in-house from March 1–December 31, 2007. Media contact: Leslie Patterson, The Exploratorium, (415) 561-0377, pubinfo@exploratorium.edu. Public contact: The Exploratorium, (415) 561-0360, www.exploratorium.edu.

GRIZZLY GULCH LIVE EXHIBIT DEBUTS AT SAN FRANCISCO ZOO

In June 2007, guests at the San Francisco Zoo will visit the rugged regions of North America to encounter the Zoo's orphaned, Montana-born, female grizzly bears: Kachina (sacred dancer) and her chocolate-colored sister, Kiona (brown hills), in the bear's new expansive exhibit—Grizzly Gulch. The three-acre, naturalistic habitat features a multitude of enrichment areas for the siblings to demonstrate their natural behaviors, and also shares an up-close perspective of the bears through an underwater viewing window. Grizzly Gulch is one of the largest exhibits dedicated to grizzly bears in any zoo, featuring a lush, forest environment for Kachina and Kiona to explore, dig and romp. In the center of it all is a massive waterfall, perfect for the grizzly girls to relax and fish for some afternoon snacking. Media contact: Paul Garcia, San Francisco Zoo, (415) 753-7174, Paulg@sfbzoo.org. Public contact: San Francisco Zoo, (415) 753-7057 or (415) 753-7080, www.sfbzoo.org.

SANTA CRUZ BEACH BOARDWALK CELEBRATES 100 YEARS

The Santa Cruz Beach Boardwalk celebrates "100 Years and Millions of Memories" with a year-long celebration throughout 2007. An entire season of special events including fireworks, circus acts, and the return of Friday Night Bands on the Beach will make the Boardwalk's 100th anniversary a year to remember. The Boardwalk kicks off its Centennial celebration in April with the unveiling of a historic walking tour. New interpretive signs will be located around the park, highlighting historical facts. Also in April, a new book about the Boardwalk will be published that features anecdotes and personal stories from the past, and previously unseen photographs from company archives. Other Centennial events include a gala ball at the Coconut Grove in June, fireworks on the beach in June, and daily Moscow Circus performances on the beach bandstand (Sunday–Thursday) in July and August. The entire Boardwalk and adjoining Coconut Grove are California Historic Landmarks. Two park attractions, The Giant Dipper roller coaster and the Looff Carousel, are both National Historic Landmarks. The Boardwalk is the last of

the old-fashioned seaside amusement parks remaining in California. Media contact: Brigid Fuller, The Santa Cruz Beach Boardwalk, (831) 460-3349, publicity@scseaside.com. Public contact: The Santa Cruz Beach Boardwalk, (831) 426-7433 (24-hour recording) or (831) 423-5590 (operator), www.beachboardwalk.com.

SIX FLAGS MARINE WORLD BECOMES SIX FLAGS DISCOVERY KINGDOM

A stunning transformation will reveal thrills by land, sea and sky at Six Flags Marine World, America's original combination wildlife park, oceanarium and theme park. The park, newly branded Six Flags Discovery Kingdom (SFDK), will let guests experience a one-of-a-kind adventure featuring a wide range of thrilling experiences, from interactions with exotic land animals and majestic marine life to rides and attractions that will delight families and guests of all ages. The park reopens as Six Flags Discovery Kingdom on March 24, 2007. Guests will find the park classified into three fun-filled areas: Land, Sea and Sky. Each area is designed to foster physical and emotional discovery in a dynamic setting. The park's attractions, stunning shows, strolling performers and animal interactions will reflect the park's new name and identity. Also new this year is the Visit Explorers Outpost, where guests can plan their day of adventure with purchase of the new Seafari Pass, the best value to ride an elephant and feed dolphins, sea lions, giraffes and colorful lorikeets. Guests can also meet Batman and Robin at the new Justice League Stage, see two new parades daily, enjoy the new Shouka killer whale show and dolphin show at Merlin's Dolphin Theater, be entertained at the new Looney Tunes Talent Show, and coming soon, MaBoomBoom, Amazing Acrobats from Africa and for the kids, the new Thomas Town, starring Thomas the Tank Engine and all of his friends. Media contact: Nancy Chan, Six Flags Discovery Kingdom, (707) 556-5227, nchan@sftp.com. Public contact: (707) 643-6722, www.sixflags.com.

NEW STARS DESCENT ON WAX MUSEUM AT FISHERMAN'S WHARF

The Wax Museum at Fisherman's Wharf has added new stars and other public personalities to its collection of more than 250 wax portraits. The Wax Museum this

spring will introduce a diverse group of popular favorites. Hollywood glamour is well-represented with Halle Berry and Salma Hayek in dazzling contrast to the girl-next-door perkiness of Reese Witherspoon. Adventure heroes Mel Gibson and Harrison Ford join a throng of Hollywood hunks such as Johnny Depp, Tom Cruise, Russell Crow and George Clooney. We pay tribute to the legendary San Francisco musical icon and philanthropist Carlos Santana. With the closure of Movieland Wax Museum in Southern California, dozens of popular and revered "stars" relocated to the Wax Museum at Fisherman's Wharf in San Francisco. The museum's Chamber of Horrors made room for "Psycho," "Phantom of the Opera," "House of Wax" and other popular film chillers. Comedians Abbott & Costello, the Three Stooges, The Marx Brothers, W.C. Fields and Lucille Ball liven up the show along with action heroes Jackie Chan and Bruce Lee. Latino stars Cantinflas, Julio Iglesias, Christina Saregui, Gloria Estefan and Celia Cruz join the cast, as well as many other Hollywood celebrities including James Dean and the Olsen twins. Media and public contact: Jeanette Guire, Wax Museum at Fisherman's Wharf, (415) 202-0416, jeanette@waxmuseum.com, www.waxmuseum.com.

WEST CLIFF INN IN SANTA CRUZ CELEBRATES SUMMER 2007 OPENING

Surrounded by 29 miles of beaches, Santa Cruz is the quintessential California beach town. It's also home to the West Cliff Inn, the newest member of the Four Sisters Inns collection, opening in summer 2007. The inn is less than a mile from downtown shops, restaurants and attractions, and on the same street as the Santa Cruz Surfing Museum, housed in an historic lighthouse. Built as a private home in 1877, the stately, three-story Italianate Victorian with its spacious, wraparound porch is being completely renovated. The West Cliff Inn will offer nine well-appointed guest rooms, each with a fireplace, king bed, marble tile bathroom, and most with jetted spa tubs. One second-floor room will have a private, outdoor jetted hot tub; two spacious top-floor suites will have separate sitting areas and oversized bathrooms. The inn's breezy, coastal décor will include fabrics in crisp blues and whites, with rattan furnishings featuring a mix of recycled woods with

natural, woven seagrass and artisan accessories. Each room will have high-speed Internet access, an iPod™ player, and a flat panel television with built-in DVD player. Guests will enjoy complimentary use of the inn's bicycles to explore the town and harbor. And of course, inn guests will enjoy Four Sisters Inns' signature gourmet breakfast, home-made cookies, and afternoon wine and hors d'oeuvres daily. When it opens, the West Cliff Inn will be the 13th property in the Four Sisters Inns collection. For more information, visit the Four Sisters Inns website at www.foursisters.com. Media contact: Sharon Rooney, Four Sisters Inns, (707) 838-1637, sharon@foursisters.com. Public contact: (831) 649-0908 or (800) 234-1425, info@foursisters.com.

RED AND WHITE FLEET ANNOUNCES NEW CRUISES

New this year, come aboard to celebrate holidays with the historic Red and White Fleet® for San Francisco Cruises™. All cruises depart from Pier 43½, at the foot of Taylor Street on Fisherman's Wharf. The St. Patrick's Day Cruise taking place Saturday, March 17, is a two-hour sail around the Bay featuring Irish music, dance and a buffet of Irish specialties and beverages. Cruise departs at 1:00 p.m. The two-hour Easter Sunday Cruise takes place April 8, sailing around San Francisco, the Golden Gate Bridge, Marin Headlands, Angel Island and Alcatraz. The cruise includes a brunch buffet with fresh-baked goods, fruit, cold cuts, artisan cheeses, waffles and other specialties and beverages. Cruise departs at 1:00 p.m. The Cinco de Mayo Cruise taking place Saturday, May 5, is a two-hour sail with authentic Mexican Buffet. Cruise departs at 3:30 p.m. Treat mom to a Mother's Day Cruise on Sunday May 13, and enjoy a two-hour Brunch with flowers. Cruises depart at 11:00 a.m. and 2:00 p.m. Media contact: Betsy Krugliak, The Pacific Group, (510) 444-0412, betsy@thepacificgroup.com, www.thepacificgroup.com. Public contact: Red and White Fleet®, (415) 673-2900, www.redandwhite.com.



LUNKERS TO LURK IN THE MERCED RIVER

Trophy-sized trout have been stocked in the Merced River by the California

Department of Fish and Game (DFG). A similar program on the Kern River has been popular among anglers who fish for thousands of four- to ten-pound hatchery-raised trout, stocked by the DFG. The Merced River begins in Yosemite National Park and travels through Mariposa County into Lake McClure. Much of the river passes through the Merced River Canyon beside State Route 140. Sections of the river stocked with the lunkers are outside Yosemite National Park below Foresta Bridge. The Merced is one of 14 nationally-designated Wild and Scenic Rivers in California, preserved as free-flowing rivers. More information can be found at www.dfg.ca.gov and www.nps.gov/rivers. Media contact: John Poimiroo, Poimiroo & Partners, (916) 933-8860, john@poimiroo.com, www.yosemite-resorts.us. Public contact: Leroy Radanovich, Mariposa County Visitors Center, (866) 425-3366, lradanovich@homeofyosemite.com, www.homeofyosemite.com.

VINTAGE DAYS FEATURES 'TREASURE ISLAND' THEME AND HOSTS STRONG MAN COMPETITION

Vintage Days 2007, the annual spring festival at California State University, Fresno, will be presented April 19–22 with the theme "Treasure Island." This year's event will feature for the first time the Golden State World's Strongest Man Competition which is one of three national qualifying events in the U.S. for contestants to qualify to compete at the World's Strongest Man Event (finals). In addition to this competition, Vintage Days will feature popular attractions such as the Boomtown Carnival, Casino Night, concerts, Crafts Faire and Kids Zone. Taking place April 19–22, 2007, this is the 32nd Vintage Days, which attracts more than 50,000 people to the campus for social, cultural and recreational activities on the Maple Mall. Vintage Days is presented by a committee of the Student Activities and Leadership

Development Office in the Division of Student Affairs. Media contact: Kristi Johnson, Fresno County Office of Tourism, (559) 262-4271, kgjohnson@co.fresno.ca.us, www.gofresnocounty.com. Public contact: Vintage Days, Student Activities and Leadership Development, (559) 278-2741, www.csufresno.edu.



CALIFORNIA MUSEUM BRINGS HEARST CASTLE TO STATE CAPITAL

The California Museum for History, Women and the Arts, in partnership with California State Parks, brings the flavor of

Hearst Castle to the state capital. In the manner of Hearst, the gallery rooms will be transformed into spaces reminiscent of Hearst Castle, featuring treasures from the collection. This special exhibition showcases a significant grouping of Hearst's collection, shown for the first time outside of the castle. Visitors will have the chance to see artifacts from Ancient Greece, Ancient Egypt, and Renaissance Europe, including a Madonna and Child created by 14th century master Duccio di Buoninsegna, who is considered one of the major influences on Western art. The exhibit opens to the public on April 13, 2007. The California Museum for History, Women and the Arts, home of the California Hall of Fame, is a non-profit historical and cultural destination dedicated to telling the rich history of California and its unique influence on the world of ideas, innovation, art and culture. Open Tuesday–Saturday from 10 a.m. to 5 p.m., and Sunday from noon to 5 p.m. Media contact: Wendy Norris—Publicist, Marketing by Storm, (415) 307-3853, wendy@marketingbystorm.com. Public contact: The California Museum for History, Women and the Arts, (916) 653-7524, www.californiamuseum.org.

CROCKER ART MUSEUM FEATURES BETYE SAAR

Through April 29, 2007, "Betye Saar: Extending the Frozen Moment," will be a featured exhibit at the Crocker Art Museum in Sacramento. This exhibition features work spanning Saar's career, which the New York Times says "speaks the unspeakable in

ways words cannot.” On view through May 6, 2007, is “Yosemite 1938: On the Trail with Ansel Adams and Georgia O’Keeffe.” This exhibition features rarely seen photos by Ansel Adams taken during a trip through Yosemite with Georgia O’Keeffe and friends. Media contact: LeAnne R. Ruzzamenti, Crocker Art Museum, (916) 264-1963, lruzzamenti@cityofsacramento.org. Public contact: Crocker Art Museum, (916) 264-5423, cam@cityofsacramento.org, www.crockerartmuseum.org.

LEONARDO DA VINCI’S GENIUS ON EXHIBIT IN SACRAMENTO

Many years before the Da Vinci Code became a popular book and movie, a group of scholars, craftsmen and artisans in Florence, Italy, had begun work on replicating the various machines that Leonardo Da Vinci had described and designed in his notebooks 400 years ago. Previously on display in private museums throughout Italy, the replicas are now part of a traveling exhibition. Sacramento is the exhibit’s only Northern California stop. From April 20–August 19, 2007, visitors to the Aerospace Museum of California will be greeted by a 15th century Florentine street scene before entering the first of three galleries. The exhibit features more than 60 of Da Vinci’s transportation, military and mechanical machines. Eleven of the replicas are full sized and 25 are interactive. Highlights of the exhibition include a hang glider, air screw (precursor to the helicopter), a moveable bridge, double-hulled boat and a pulley system. Reproductions of Da Vinci’s most famous paintings are on display in a Florentine Palazzo corridor at the exhibit’s exit. Media contact: Lucy Steffens, Sacramento Convention & Visitors Bureau, (916) 808-5553, lsteffens@cityofsacramento.org, www.discovergold.org. Public contact: Aerospace Museum of California, (916) 643-3192, www.davinciexperience.info.

PLACER VALLEY TOURISM OPENS NEW VISITOR CENTER

The Placer Valley Visitor Center, housed inside the Roseville Telephone Museum presented by SureWest, celebrated its grand opening in January 2007. Tourists who stop by the Visitor Center will find a variety of free trip planning resources for their Placer Valley vacation, such as area maps;

dining, shopping, and recreation guides; sports and tournament facilities brochures; information on local hotels and meeting space; and calendars of special events. Placer Valley Tourism specialists will be available to answer questions in person, while docents will lead tours through the museum’s interesting exhibits. The Roseville Telephone Museum houses the largest collection of telephones and memorabilia in the West. The four-gallery exhibit features displays of rare and antique telephones and switchboards, historic telephone booths, and original circa 1876 telephones designed by Alexander Graham Bell. Visitors can also try making a call on the magneto switchboard that was used by the Roseville Telephone company in 1914. Admission to the Roseville Telephone Museum is free. The Placer Valley Visitor Center and Roseville Telephone Museum, open Monday–Friday from 10 a.m. to 4 p.m., are located in Downtown Roseville. Media contact: Erin Bernall, (831) 479-9290, erin@bernall.com. Public contact: Placer Valley Visitor Center, (800) 773-0522, info@placertourism.com, www.placertourism.com.

RESIDENCE INN SACRAMENTO AT CAPITOL PARK OPENS

The 15-story, 235-suite Residence Inn Sacramento at Capitol Park is scheduled to open in April 2007 at 15th and L streets in downtown Sacramento. Suites will contain a fully equipped kitchen, stainless appliances, granite countertops and 32” flat screen LCD televisions. The hotel will feature an outdoor pool/spa, a fitness center, laundry facilities, restaurant/bar, complimentary continental breakfast and room service. Media contact: Tess Dubois-Carey, Residence Inn Sacramento at Capitol Park, (916) 443-0500, Tess.carey@risacramento.com. Public contact: Residence Inn, (916) 443-0500 or (800) 331-3131, www.risacramento.com.



CENTRAL SIERRA VISITORS MAP HELPS TRAVELERS DISCOVER THE BEAUTY OF THE CENTRAL SIERRA
Discover crystal blue alpine lakes, breathtaking mountain vistas,

majestic falls, amazing granite rock formations and ancient giant sequoias—all found in California’s undiscovered high sierra, the Central Sierra. The secret of Fresno County’s Central Sierra will now be revealed to travelers around California and around the world through the new Central Sierra Visitors Map. This map allows travelers to learn of the tremendous unrivaled natural attractions and recreational offerings that Central Valley residents have long enjoyed. Visitors can pursue an endless array of recreation options including skiing, hiking, sailing, camping, fishing, rock climbing and water sports—or just relax and enjoy the incredible mountain scenery. The Central Sierra is home to Shaver, Huntington, Florence, Edison and Wishon Lakes, Mono Hot Springs, John Muir, Ansel Adams, Dinkey Lakes and Kaiser Wilderness areas, as well as McKinley Grove, Sierra Summit, the Pacific Crest and John Muir Trails and the Sierra National Forest. The Central Sierra Visitor Map is available at local visitor centers and can be accessed online at www.gofresnocounty.com. Media contact: Kristi Johnson, Fresno County Office of Tourism, (559) 262-4271, kgjohnson@co.fresno.ca.us. Public contact: (559) 262-4271, tourism@co.fresno.ca.us, www.gofresnocounty.com.

MULTI-MILLION DOLLAR RENOVATION AT EMBASSY SUITES LAKE TAHOE

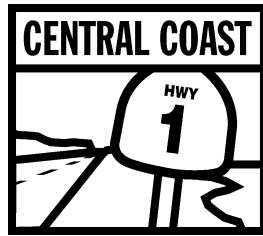
After a multi-million dollar renovation, Embassy Suites Lake Tahoe now has 10,000 square-feet of meeting space, 2,500 square feet of which is new. Meeting planners are welcomed with state-of-the-art audio and video, experienced technicians, property-wide Internet access, wireless technology, on-site dining, and a “Meeting Guarantee” policy to ensure client satisfaction. Meeting space at Embassy Suites Lake Tahoe includes four medium-size meeting rooms for up to 110; four small boardrooms for up to 40; six conference suites for eight; three garden atriums that can accommodate up to 500 for lunch, and an elegant 4,212 square foot ballroom that can accommodate up to 440 guests. Suites can host small groups of four to six with fully equipped built-in meeting features. Each bedroom in this 400-room, all-suite hotel has been luxuriously redecorated with the highest thread count linens and bedding packages,

including mattress-top padding. By the end of 2007, all suites will have new mattresses. In all, the nine-story resort has 237 king suites; 106 double/double suites; 21 premium king suites; 11 premium double/double suites; six conference suites; four lakeview suites; one stateline suite featuring two bedrooms, two baths; and 14 physically-challenged suites. For added convenience, guests can view group information, check in to their room, and print airline boarding passes at wireless kiosks located in the front lobby. A new card key system has been installed to enhance safety and convenience for guests along with a heat-censored, infrared reader thermostat in all rooms to stabilize comfort and to encourage energy efficient practices. Media contact: Margaret Skillicorn, Weidinger Public Relations, (775) 588-8171, margaret@weidingerpr.com. Public contact: Bill Cottrill, Embassy Suites Lake Tahoe, (530) 544-5400, bill@embassytahoe.com, www.embassytahoe.com.

NORTH LAKE TAHOE INTRODUCES AIRPORT SHUTTLE

The new North Lake Tahoe Express offers daily airport shuttle transportation between Reno-Tahoe International Airport and North Lake Tahoe. Travelers can book reservations on 21-passenger shuttles on one of three routes, which include stops at major lodging properties. The red line serves Tahoe City and Squaw Valley, the green line serves Tahoe Vista, Kings Beach, Truckee, and Northstar-at-Tahoe, and the blue line serves Crystal Bay, Incline Village and the Summit Sierra Shopping Center in Reno. The North Lake Tahoe Express runs from 3:30 a.m. until 12 midnight. Fares are \$35 per person, one-way, or \$60 round trip. Frequent-user passes are available at a cost of \$100 for five trips, with additional trips at \$15 each, when purchased at one time. Discounts are available for groups of two or more. One way for 21 passengers (booked as a group) is \$225, or \$325 roundtrip. Reservations are required and should be made at least four hours in advance. The North Lake Tahoe Express is a service spearheaded by the Truckee North Tahoe Transportation Management Association (TNT/TMA), a membership-based transportation advocacy organization in Tahoe City. Media contact: Pettit Gilwee, North Lake Tahoe

Resort Association, (530) 583-2138, pettit@PureTahoeNorth.com. Public contact: North Lake Tahoe Express, (866) 216-5222, www.northlaketahoeexpress.com.



NEW AVILA BEACH MARINE INSTITUTE

Avila Beach is home to the new Avila Beach

Marine Institute, a non-profit organization dedicated to educating children about marine science in a hands-on environment and to initiate an interest in real science and ocean stewardship. Located at 50 San Juan Street, the Avila Beach Marine Institute features an array of touch tanks, wave tanks, aquariums, marine life and Avila Beach history displays, and classrooms. Exhibits will also include an underwater video camera controlled by visitors with a joystick, a magic portal that will allow children to communicate with those at the Children's Museum in San Luis Obispo, a "virtual periscope" that will allow guests to control a camera located on the old Unocal Pier, as well as a variety of Chumash artifacts, local fossils and other paleontology. The institute will be open for spring break, March 31–April 14 and then will reopen again for summer. The Avila Beach Marine Institute is currently accepting and offering programs with schools and organizations and will be offering summer camps starting in June 2007. Media and public contact: Margaux O'Quest, Avila Beach Marine Institute, (805) 595-7280, pslmi@charter.net, www.pslmi.org.

CARMEL CHAMBER OF COMMERCE INTRODUCES CARMEL GIFT CARD

The Carmel Chamber of Commerce announces the launch of the new Carmel gift card. The Carmel Card is a gift and rewards card valid at Carmel Chamber of Commerce member businesses for shopping, overnight stays, cultural activities, attractions and any of the activities of participating merchants. The Carmel Card is ideal for wedding and birthday gifts, and for special occasions. Card holders also receive rewards points for using it. Media contact: Monta Potter, Carmel Chamber

of Commerce, (831) 624-2522, monta@carmelcalifornia.org, www.carmelcalifornia.org. Public contact: Carmel Chamber of Commerce, (831) 624-2522 www.carmelcard.com.

CASA MUNRAS BEGINS HOTEL RESTORATION

Casa Munras, one of the oldest properties in Monterey, is in the midst of a more than \$7 million renovation to update the hotel's entrance, lobby, meeting rooms, restaurant, pool area and bar and guest rooms. The renovation will preserve much of the hotel's original style and spacious gardens while implementing dramatic upgrades to its existing facilities. The renovation is scheduled to be completed on June 1, 2007. Media contact: Shannon Marshall, Monterey County Convention & Visitors Bureau, (831) 657-6409, Shannon@mccvb.org. Public contact: Monterey County Convention & Visitors Bureau, (831) 657-6400 or (888) 221-1010, info@mccvb.org, www.montereyinfo.org.

MISSION INN OF PISMO BEACH NOW OPEN

The Mission Inn of Pismo Beach, featuring 120 spacious rooms and family suites, opened to the public in January 2007. All guest rooms, many with ocean views, have custom-made Restonic beds, refrigerators, microwave ovens, coffee makers, flat-screen TVs, safes, doorbells, polished granite countertops, and free wireless and Internet access. Guests can also enjoy an evening reception and complimentary hot breakfast buffet. Other highlights of the property include an outdoor pool and large patio with an ocean view, fitness room, business center, laundry, gift shop, conference and banquet space, and a lounge with panoramic views of Pismo Beach and the Pacific Ocean beyond. Parking is free. Media contact: Terence Concannon, Mission Inn of Pismo Beach, (805) 773-6020, tconcannon@missioninnpismo.com. Public contact: (805) 773-6020, www.MissionInnPismoBeach.com.

WILD ABOUT OTTERS DEBUTS AT MONTEREY BAY AQUARIUM

Explore the fascinating world of otters when "Wild About Otters" debuts at the Monterey Bay Aquarium on March 31,

2007. The \$3.6 million exhibition includes five galleries and an intriguing array of live exhibits and interactive displays that feature 10 freshwater otters. The freshwater otters include six African spotted-necked otters, including two young pups, and four Asian small-clawed otters in exhibits that represent the animals' native lake and river habitats. The Monterey Bay Aquarium is only one of five accredited aquariums and zoos in the United States to exhibit African spotted-necked otters. Interactive graphic panels will tell the otters' personal stories through the use of caretaker's journals, still images, video clips, and other displays. Conservation messages about how lakes, rivers and oceans are interconnected will also be shared in video clips. One colorful gallery will introduce visitors to all 13 species of otters found throughout the world, from the giant otters of South America to North American river otters. "Wild About Otters" is scheduled to run into 2010. Media contact: Karen Jeffries, Monterey Bay Aquarium, (831) 644-7548, kjeffries@mbayaq.org. Public contact: Monterey Bay Aquarium, (831) 648-4888, www.montereybayaquarium.org.

MONTEREY MUSEUM OF ART SHOWCASES "ARTISTS AT CONTINENT'S END" EXHIBIT

Through April 29, 2007, the Monterey Museum of Art will host the widely-acclaimed exhibition, "Artists at Continent's End: The Monterey Peninsula Arts Colony, 1875–1907." This exhibit is the first in-depth examination of the rise of Monterey County's regional art style, and offers a rare opportunity to view masterpieces of early California painting. The presentation highlights works by some of the most recognized early artists in California, including the founding fathers of the Northern California artistic community such as Jules Tavernier and William Keith. The exhibition also includes the scenic photographs of Arnold Genthe, which document the life and pursuits of the artists in their coastal retreat. Media contact: Shannon Marshall, Monterey County Convention & Visitors Bureau, (831) 657-6409, Shannon@mccvb.org. Public contact: (831) 657-6400 or (888) 221-1010, info@mccvb.org, www.montereyinfo.org.

GREEN SANTA BARBARA ENCOURAGES SUSTAINABILITY

The Santa Barbara Conference & Visitors Bureau and Film Commission and Simple Shoes, a Santa Barbara-based brand, joined forces to launch Green Santa Barbara. The program allows visitors to learn about global environmental issues and what they can do to lessen their "footprint" on the environment while experiencing the greener side of Santa Barbara. The new www.greensantabarbara.com Web site features self-guided tours and all things green in Santa Barbara including architecture, art, transportation, sustainable agriculture, biodynamically grown wines, recycling, nature preserves and ecotourism activities, "green" hotels, tips on how to eat like a "locavore" and more. Media contact: Shannon Brooks, Santa Barbara Conference & Visitors Bureau and Film Commission, (805) 966-9222, x112, sbrooks@santabarbaraCA.com. Public contact: (805) 966-9222, www.greensantabarbara.com, www.santabarbaraCA.com.

DISCOUNTS FOR CAR-FREE TRAVEL IN SANTA BARBARA

To encourage car-free travel, the Santa Barbara Car Free Project is offering visitors the opportunity to save money with the 2007 Car Free Experience discount program valid through December 31, 2007. The 2007 Car Free Experience offers savings of up to 50 percent at 20 hotels, six restaurants and 15 activity and transportation alternatives when people travel to and through Santa Barbara via plane, bike, boat, bus or train. Among the discounts offered are two-for-one airport shuttle coupons, 20 percent cab discounts, hotel deals, activity coupons, and free dessert at local restaurants. Visitors must register in advance for the 2007 Car Free Experience at www.SantaBarbaraCarFree.org. Media contact: Mary Byrd, Santa Barbara Car Free Project, (805) 961-8833, byrdm@sbcapcd.org, or Laura Kath, (805) 344-1717, laura@mariahmarketing.com. Public contact: Santa Barbara Car Free Project, (805) 696-1100, www.SantaBarbaraCarFree.org.

ACCLAIMED EXHIBITION DEBUTS AT SANTA BARBARA MUSEUM OF ART

Tamayo, an internationally traveling exhibition that makes its worldwide debut at the Santa Barbara Museum of Art, is the first major U.S. presentation in 28 years of the works of acclaimed Mexican artist Rufino Tamayo (1899–1991). "Tamayo," on display through May 27, 2007, features spectacular paintings from private and institutional collections, including canvases that have not been on public view for decades. Highlighting more than 100 paintings created during a prolific seven decade career in Mexico City, New York, and Paris, this extraordinary exhibition seeks not only to present a careful selection of some of Tamayo's finest works, but also to offer a contemporary reinterpretation of this world-renowned artist. The exhibition was organized by the Santa Barbara Museum of Art in collaboration with the Consejo Nacional para la Cultura y las Artes, through the Instituto Nacional de Bellas Artes and the Museo Tamayo Arte Contemporáneo, Mexico, and the Fundación Olga y Rufino Tamayo, AC. Media contact: Shannon Brooks, Santa Barbara Conference & Visitors Bureau And Film Commission, (805) 966-9222, x112, sbrooks@santabarbaraCA.com, www.santabarbaraCA.com. Public contact: Santa Barbara Museum of Art, (805) 963-4364, www.sbmuseart.org.

SANTA BARBARA TRUST FOR HISTORIC PRESERVATION ANNOUNCES NEW EXHIBIT

The Santa Barbara Trust for Historic Preservation's newest exhibit, "Forged in Iron: The Expressive Art of the Roof Cross Tradition in Chiapas, Mexico," based on a book with the same name by Virginia Ann Guess, will run May 31–November 11, 2007 at Casa de la Guerra Historic House Museum. The opening night reception on May 30, 5:30–7:30 p.m. is free to the public. The exhibit features numerous examples of beautifully hand-crafted iron crosses, tools used by the skilled iron-workers who create them, and contemporary photographs of the region where this tradition flourishes. This exhibit reflects a unique collaboration between the Trust and a gifted writer and scholar to exhibit the fascinating evolution of a regional tradition from its inception as a local religious custom to its current

renaissance as a decorative art. Museum hours are noon to 4 p.m., Thursday–Sunday. General Admission is \$3. Media contact: Jared Brach, Santa Barbara Trust for Historic Preservation, (805) 966-1279, jared@sbthp.org. Public contact: (805) 965-0093, www.sbthp.org.



NEW EXHIBITION AT THE AUTRY NATIONAL CENTER CELEBRATES CALIFORNIA STYLE

Experience California's Victorian-era opulence at the Autry National Center's new exhibition, "California Style: Art and Fashion from the California Historical Society." Classic California and Western American paintings are exhibited alongside ball gowns and magnificent nineteenth-century wedding dresses, offering a glimpse of life, land, work and fashion during this unique period. The "California Style" exhibition is the first under the Autry's partnership with the California Historical Society. The collection in this exhibition has never been shown in Southern California. At the center of this special exhibition is a room re-creating a private parlor from the 1880s. Still-life paintings, landscapes, and other scenes of abundance from renowned artists such as Albert Bierstadt, James Walker, and Maynard Dixon fill the walls. Placing what Californians wore next to paintings they bought shows how the California social elite pursued European sophistication while maintaining their nostalgia for a frontier past. "California Style" opens at the Autry National Center in Griffith Park on March 30 and runs through May 27, 2007. Media contact: Jane Stenehjelm, Autry National Center (323) 667-2000 x265, jstenehjelm@autrynationalcenter.org. Public Contact: (323) 667-2000, www.autrynationalcenter.org.

SURF AND WAVES EXHIBIT OPENS AT AQUARIUM OF THE PACIFIC

Catch a wave around the Pacific Ocean and explore surfing through a new exhibit at the Aquarium of the Pacific in Long Beach from May 25, 2007 through March 31, 2008. Highlights of the "Surf and Waves" exhibit include the phenomena of waves, surf culture, marine life, and

important issues affecting the Pacific Ocean. The Aquarium of the Pacific features 19 major habitats and 32 focus exhibits that explore the waters of Southern California and Baja, Mexico; the Northern Pacific and the tropical Pacific. Media contact: Marilyn Padilla, Aquarium of the Pacific, (562) 951-1684, mpadilla@lbaop.org. Public contact: Aquarium of the Pacific, (562) 950-3100, aquariumofpacific@lbaop.org, www.aquariumofpacific.org.

BILLY WILDER THEATER AT THE HAMMER MUSEUM

In December 2006, the Hammer Museum and the UCLA Film & Television Archive opened the new Billy Wilder Theater; a truly unique nexus of film, art and cultural dialogue. Made possible by a \$5 million gift from Audrey L. Wilder and designed by Michael Maltzan Architecture, the state-of-the-art, 295-seat Billy Wilder Theater is the new home of the archive's renowned cinemathèque as well as the Hammer's engaging and provocative public programs. Located at the Hammer Museum in Westwood Village, the Billy Wilder Theater is one of the most advanced, comfortable and intimate public cultural venues on the West Coast; providing both the museum and the archive with a significantly upgraded space in which to present their respective programs. Media contact: Carol Martinez, LA INC. The Los Angeles Convention and Visitors Bureau, (213) 236-2357, cmartinez@lainc.us, www.seemyLA.com. Public contact: (310) 443-7000, info@hammer.ucla.edu, www.hammer.ucla.edu.

HATS LA SHOPPING AND CULTURE TOURS AVAILABLE

Explore the world-famous LA Fashion District with a personal urban shopping expert, and marvel at LA's hottest attraction and architectural wonder, the Walt Disney Concert Hall on two specially-created HATS walking tours in downtown LA. The LA Fashion District/Urban Shopping Adventures Tour is a two-hour shopping tour of the LA Fashion District led by an expert shopping guide. Trendy clothing, purses, costume jewelry and more are marked 30–70% off retail prices. The guided tour includes a personal guide, bottled water, snack, color map guide and large, sturdy shopping bag for carrying

bargains, and a free gift from Urban Shopping Adventures. The one-hour Walt Disney Concert Hall tour highlights the building's magnificent architecture and enchanting urban garden that features 45 blooming trees, dozens of blooming plants and a 15-ton Delftware, rose shaped fountain. After the tour, shop for souvenirs at the LA Phil Store and receive a 10% HATS LA discount. LA Fashion District and Walt Disney Concert Hall are 1.3 miles apart. Media contact: Leticia Buckley, Music Center—Performing Arts Center of Los Angeles County, (213) 972-3335, lbuckley@musiccenter.org, www.musiccenter.org. Public contact: Music Center—Performing Arts Center of Los Angeles County, (213) 972-4399, tours@musiccenter.org, www.musiccenter.org.

HILTON LOS ANGELES/UNIVERSAL CITY GETS MAKEOVER

The Hilton Los Angeles/Universal City, located adjacent to Universal Studios Hollywood, completed a total makeover in late 2006. Each of the 482 guest rooms and suites was remodeled with new soft goods. The renovation also included the hotel's 65,000 square feet of indoor and outdoor meeting and event space, all restaurants and public areas, the fitness room, cabanas in the pool area, and a new porte-cochere and pedestrian park. Media contact: Carol Martinez, LA INC. The Los Angeles Convention and Visitors Bureau, (213) 236-2357, cmartinez@lainc.us, www.seemyLA.com. Public contact: (818) 506-2500, www.hilton.com.

HOTEL OCEANA RENOVATION NEARS COMPLETION

Hotel Oceana in Santa Monica is in the process of completing a \$9 million renovation project. The completed Hotel Oceana will offer an enlarged pool deck with increased seating, a cozy outdoor fireplace, a fitness center, and a refurbished lobby. Guest rooms have been redesigned with luxurious furnishings, semi private workspaces, high-speed wireless Internet access, and the added enjoyment of 50" high definition plasma televisions, iPod™, and MP3 stereo docking stations. The carefully planned renovation includes significant work to the hotel's infrastructure including an expanded ocean view lounge with complete dining and

lounge services. Renovations are expected to be completed in June 2007. Media contact: Misty Kerns, Santa Monica Convention & Visitors Bureau, (310) 319-6263, mkerns@santamonica.com, www.santamonica.com. Public contact: Hotel Oceana, (310) 393-0486, www.hoteloceanasantamonica.com.

HYATT REGENCY CENTURY PLAZA UNVEILS HIP X BAR

X bar, an indoor/outdoor California lounge featuring creative cocktails, eclectic small plates, fire pits and an outside screening wall, is scheduled to open in Century City's Hyatt Regency Century Plaza on March 22, 2007. Designed by the renowned Gensler architect firm, X bar will embrace California eclecticism—the meeting of casual and refined. X bar will incorporate the key elements of water, fire, earth and California's exotic plant life in an indoor/outdoor space outfitted with private places for romance and communal areas ideal for as socializing and networking. Design highlights such as outdoor circular fire pits surrounded by cushioned banquettes will provide a serene spot for conversation, while the open air screening wall will show a variety of classic films. Indoors, a plasma television may broadcast major sporting events, industry awards or other news and programming of note. X bar's menu will offer internationally-inspired small plates ideal for sharing and interacting with friends. X bar and the screening wall can be reserved for private groups. Media contact: Erika Lavyne, Hyatt Regency Century Plaza, (310) 551-3299, elavyne@hyatt.com. Public contact: Hyatt Regency Century Plaza, (310) 228-1234, www.centuryplazahyatt.com.

NEW EXHIBITS AT MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)

The Museum of Contemporary Art, Los Angeles is offering an extensive schedule of new exhibits this spring. "WACK! Art and the Feminist Revolution" will be on view at The Geffen Contemporary from March 4–July 16, 2007. The exhibition examines the international foundations and legacy of feminist art from 1965–80, when the majority of feminist activism and art making occurred in North America. The work of approximately 120 international artists will be displayed. From March 4–May 14, 2007, the first

comprehensive survey in the United States of the work of American artist Andrea Zittel will be on view at The Geffen Contemporary at MOCA. The exhibition, "Andrea Zittel: Critical Space," focuses on Zittel's investigation into the fundamental aspects of contemporary domestic and urban life in Western society. The exhibition features approximately 21 living units and environments, including two site-specific installations that examine Zittel's working process. Media contact: Rebecca Taylor, MOCA, (213) 621-1749, rtaylor@moca.org. Public contact: (213) 626-6222, www.moca.org.

SPA AT PACIFIC PALMS RESORT OPENS

After a long day at a conference, there's nothing better to relax the mind and body than a luxurious spa treatment. Opening in late May/early June, the 4,000 square-foot Spa at Pacific Palms located at the Pacific Palms Conference Resort in Industry Hills will cater to both spa beginners and aficionados with a wide-range of traditional, trendy, and Asian-inspired treatments. Just as no two people are alike, no two treatments will be. Each will be customized to match the individuality of each guest that walks through its doors. This model will extend beyond the spa itself, with service that teaches guests to care for themselves long after the treatment or facial is over. The Spa at Pacific Palms will also offer a full-service beauty salon, sauna, relaxation room, and boutique store. Media contact: Susan Hartzler, HR Public Relations, (818) 998-6299, susan@hrpublicrelations.com, or Lisa Roughly, (702) 228-5169, lisa@hrpublicrelations.com. Public contact: Pacific Palms Conference Resort, (626) 810-4455, www.pacificpalmsresort.com.



25,465 square-foot Platinum Ballroom, along with four additional breakout rooms. The additional function space will provide

ANAHEIM MARRIOTT ADDING EVENT SPACE

In April, the Anaheim Marriott will complete construction on the new

groups and conventions with over 80,000 square feet of meeting space, almost entirely in one location, on one level. The new \$23.1 million complex is only part of a \$40 million hotel enhancement project. Beginning in August, the hotel will begin the renovation of all guest rooms and suites, featuring Marriott's new Revive bedding and flat panel televisions, along with new guest corridors and an expanded Concierge Lounge. The guest room renovation project is slated to be completed in December of 2007. Media Contact: Tim Price, Anaheim Marriott, (714) 750-8000, tim.price@marriott.com. Public contact: (714) 750-8000 or (800) 228-9290, www.marriott.com/laxah.

DISNEYLAND PARK CREATES NEW UNDERWATER ADVENTURE ATTRACTION

As part of the Year of a Million Dreams celebration, the Disneyland Resort announced the next "E-Ticket" attraction to join Tomorrowland in Disneyland park—Finding Nemo Submarine Voyage. The underwater adventure will feature the eight submarines of the fondly remembered original Submarine Voyage attraction. Finding Nemo Submarine Voyage is inspired by the Disney presentation of the Pixar Animation Studios film, "Finding Nemo," and is set to debut June 11, 2007. As a member of the sub crew, guests will embark on an expedition to observe an active undersea volcano. Soon after departure, they will discover their favorite fish friends getting into the swim of things right alongside their submarine. Nemo and his friends are able to go along for the ride thanks to an amazing new projection technology developed by Walt Disney Imagineering that allows them to appear exactly as they do in the film, but now in a three-dimensional underwater setting. There will be several exciting moments when guests aboard their submarine will be able to see Nemo while the other characters won't. After surviving a sub-shaking volcanic eruption, the subs dive alongside a beautiful coral reef where Marlin, Nemo and all their friends gather to celebrate finding Nemo at last. Media contact: Betsy Sanchez, Disneyland Resort, (714) 284-6386, Betsy.e.sanchez@disney.com. Public contact: Disneyland Resort Information, (714) 781-4565, www.disneyland.com.

HILTON WATERFRONT BEACH RESORT REDECORATES

Huntington Beach's Hilton Waterfront Beach Resort has completed its recent transformation, combining the amenities and service of a large-scale resort with the intimate atmosphere of a boutique hotel. The AAA four-diamond property has individually styled all 290 rooms, including 24 ocean-view suites, to reflect the appointments of a luxury home with custom-made furniture and draperies, ergonomic Herman Miller chairs and several hundred original pieces of art. True to its Surf City USA® roots, the hotel commissioned 250 small surfboards inlaid with walnut, ebony and beech, mounted in mahogany frames to decorate guest rooms. Also, technology adds convenient touches. Lamps will switch on with a quick touch of the hand, and the floor will gently illuminate should guests step out of bed in the dark. Shades, the resort's restaurant, was updated with furniture designed and built by local artists, new table settings from Villeroy & Boch and intricate chandeliers. Media contact: Genevieve Anton, Anton Communications, (714) 544-6503. Public contact: Gabi Evans, Huntington Beach Conference and Visitors Bureau, (714) 969-3492, info@surfcityusa.com, www.surfcityusa.com.

HOTEL MÉNAGE COMES TO ANAHEIM

Anaheim welcomes the Hotel Ménage onto the scene as the city's newest premier boutique hotel and resort. The hotel, a former Holiday Inn, is scheduled to complete a nearly \$20 million renovation project June 1, 2007. The renovation included remodeling public spaces and guestrooms, and the addition of several new elements: the award-winning k'ya restaurant; a hip, candle-lit lobby bar and lounge; the Mist pool bar; the Red Room, a business center with a lush twist; and seven uniquely themed breakout rooms. Hotel Ménage offers 4,700 square feet of flexible indoor conference and special event space, as well as an outdoor pool deck venue with over an acre of space that designed to host a nightclub on Friday and Saturday evenings. The grand opening is planned for April/May 2007. Media Contact: Marlena Nelson, (714) 400-9083, marlena@casaresortsinc.com, www.casaresortsinc.com. Public contact:

Hotel Ménage, (714) 758-0900, www.hotelmenage.com.

MARY HEILMANN EXHIBITION AT ORANGE COUNTY MUSEUM OF ART

Painter Mary Heilmann's first major retrospective opens at the Orange County Museum of Art on May 20, 2007. The exhibition, titled "Mary Heilmann: To Be Someone," consists of 65 paintings created over the past 40 years, examples of her ceramics and furniture, and her stream of consciousness audio-visual presentation that includes images of Heilmann's work paired with recordings of her favorite music. The exhibition also explores the various stages of her life and her growth as an artist. She is known for her brilliantly colored abstractions that represent irreverence, style and wit. "Mary Heilmann; To Be Someone" will be on display through August 26, 2007. Media contact: Kirsten Schmidt, Orange County Museum of Art, (949) 759-1122 x202, kschmidt@ocma.net. Public contact: Orange County Museum of Art, (949) 759-1122, www.ocma.net.



HOLIDAY INN PALM SPRINGS OPENS THIS SPRING

The Holiday Inn Palm Springs—City Center hotel will celebrate its

grand opening in spring 2007 with its presale starting in June. Located only five minutes from the Palm Springs International Airport and downtown Palm Springs, the hotel will feature 249 all-nonsmoking guest rooms and suites with either a patio or balcony overlooking the lush courtyard pool area or the beautiful San Jacinto Mountains. Facilities and services will include over 8,000 square feet of meeting and event space, full catering staff, convention services, a restaurant, lounge and bar, patio dining, cabana bar, Olympic-size swimming pool with two-heated whirlpools, Dive-In movies, fitness facility, complimentary airport and downtown shuttle, and pet-friendly accommodations. Priority Club Rewards benefits available to members. Media and public contact: Barbara Lyons, Holiday Inn Palm Springs—City Center, (760) 323-1711, blyons@hipalmsprings.com, www.holidayinn.com/palmspringsca.

ACTION IN PALM SPRINGS THEATRE DISTRICT

Beyond sunshine and daytime activities, Palm Springs has a thriving theatre scene. New this season is CopyKatz Theatre, on Palm Canyon Drive, where visitors can catch a glimpse of Michael Jackson, Madonna, Reba...or is it really them? Early and late night performances are filling the house. The Palm Springs Theatre District also includes the Annenberg Theater which this year is home to Senior Class featuring such stars as Ruta Lee and Ronnie Schell. The Annenberg Theater is located inside the Palm Springs Art Museum and offers a full season of drama, comedy, and music. The Palm Canyon Theater offers a full spring schedule that includes The Full Monty, Sordid Lives, Daddys Dyin', Who's Got the Will, and Beauty and the Beast. Performing in the historic Plaza Theatre is the Fabulous Palm Springs Follies featuring Gloria Loring through March 18 and Mimi Hines from March 21–May 20, 2007. Media contact: Mary Perry, Palm Springs Bureau of Tourism, (760) 327-2828, mperry@palm-springs.org. Public contact: www.palm-springs.org.



BIG BEAR GOES WIRELESS

The Big Bear Visitor Center, located in the Big Bear Village, is now

equipped for wireless Internet access. Big Bear Lake Resort Association installed the wireless equipment as a free convenience for Big Bear visitors who travel with laptops. The wireless system can handle up to 100 concurrent connections at one time. The free wireless service is available 24-hours a day, seven days a week. Big Bear Visitor Center is located at 630 Bartlett Road in Big Bear Lake. Media contact: Dan McKernan, Big Bear Lake Resort Association, (909) 866-6190 x235, dmckernan@bigbear.com. Public contact: (909) 866-6190 or (800) 4-BIG-BEAR (800) 424-4232, www.bigbear.com.

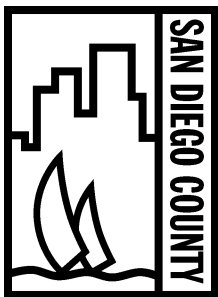
CALIFORNIA WELCOME CENTER (CWC) IN SAN BERNARDINO SET TO OPEN

The San Bernardino CWC is slated to open April 2007 and is located on San Bernardino's Hunts Lane, north of the San Bernardino I-10 freeway and the

215 freeway interchange. This CWC is close to over 20 restaurants and seven hotels/motels. The CWC will be open seven days a week and includes visitor information brochures, regional displays, a state-of-the-art flat panel screen displaying travel opportunities, direct and wireless internet access, restrooms and plenty of parking. Media contact: Jennifer Jasper, California Travel and Tourism Commission, (916) 319-5428, jjasper@visitcalifornia.com, www.visitcalifornia.com. Public contact: Mary Casanova-Poland, San Bernardino Convention and Visitors Bureau and San Bernardino CWC, (800) 867-8366.

WIENS FAMILY CELLARS NEW TO THE TEMECULA VALLEY

Located among the rolling hills and plateaus of the Temecula Valley Wine Country, Wiens Family Cellars produces a broad range of California, gold-medal winning, estate-farmed varietal wines. The Wiens family is building a successful, family-owned and farmed wine business with a warm wine tasting room, a functioning Barrel Room that will also act as an intimate meeting and dinner venue, an outdoor amphitheatre and an elegant event pavilion with seating capacities of up to 200. The Wiens believe that making wine is a family thing and have made it their goal to create a place where people feel right at home—part of the family. Media and Public Contact: Suzanne Schaffner, Wiens Family Cellars, (951) 694-9892, info@wienscellars.com.



ADVENTURE RIB RIDES ON NAVY SEAL RIGID INFLATABLE BOAT (R.I.B.)

San Diego visitors can now experience thrilling excursions to Mission Bay, San Diego Bay

or Mexico's Los Coronado Islands aboard an authentic 30-foot Navy S.E.A.L. Rigid Inflatable Boat (R.I.B.) with Adventure Rib Rides. The R.I.B. can accommodate up to six passengers with its large open bow and two rows of bolster seats that can easily be removed to provide additional deck space. Adventure Rib Rides also offers a naval heritage and maritime tour, treasure hunt in San Diego Bay,

wildlife tour to view dolphins, sea lions and turtles, photo safaris, and lunch and dinner packages. Media and public contact: Adventure Rib Rides, (619) 808-2822, info@adventureribrides.com, www.adventureribrides.com.

URBAN WINE EXPERIENCE AT FALLBROOK WINERY CELLAR

The San Diego Wine & Culinary Center is offering an urban winery experience with its new Fallbrook Winery Cellar. In partnership with Fallbrook Winery, located in North County San Diego, the cellar includes a prominent barrel wall holding aging wines, a custom wine country mural, back-lit bottle displays and winery equipment. Visitors can join tours that feature barrel tasting and a complete explanation of the winemaking process. Media contact: Lauren Clifford, J Public Relations, (858) 731-0923, lauren@jpublicrelations.com, www.jpublicrelations.com. Public contact: San Diego Wine & Culinary Center, (619) 231-6400, info@sdwineculinary.com, www.sdwineculinary.com.

HYATT REGENCY MISSION BAY GETS UPDATED

The Hyatt Regency Mission Bay, formerly known as Hyatt Regency Islandia, is scheduled to complete the first phase of its \$50 million transformation in April. The extensive project includes a new restaurant, HyattPure Spa™ with five treatment rooms, state-of-the-art StayFit®/Hyatt health club overlooking the Marina, complete pool redesign featuring three pools with multiple water slides, private cabanas and outdoor function space with fire pits. All 430 guest rooms, 143 suites, rooftop presidential penthouse suite and lobby are being renovated. The rooms will be appointed with elegant furnishings, modern amenities, Hyatt's signature GrandBed™, 32-inch LCD flat-screen televisions, the new Hyatt stereo alarm/clock featuring an iPod™ docking station, and wireless Internet access. The final phase is scheduled for completion by summer 2007. Media contact: Alex Willow, Hyatt Regency Mission Bay, (619) 221-4840, awillow@hyatt.com, www.hyattregencyislandia.com. Public contact: Hyatt Regency Mission Bay, (619) 224-1234, www.hyattregencyislandia.com.

LEGOLAND BUILDS LAS VEGAS

LEGOLAND® California has embarked on the largest ever Miniland expansion at any LEGOLAND® Park. The Carlsbad theme park will expand its Miniland U.S.A. attraction by recreating the fabulous Las Vegas Strip made entirely out of LEGO® brick. The architectural landmark is built out of more than 2 million bricks and represents more than 16,000 hours of detailed labor. The new area is set to be unveiled March 29, 2007. Miniland Las Vegas features the world-famous Strip including popular hotels and casinos, miniature wedding chapel, monorails and real life sounds recorded in Las Vegas. Miniland Las Vegas is designed to simulate the feeling of walking down Las Vegas Blvd. A blacktop street runs down the middle of the miniature city, starting below ground level. Guests walk down the path with models of the famous buildings rising above them on either side to recreate the feeling of walking next to the actual massive entertainment complexes. Las Vegas is one of six geographical locations in Miniland U.S.A. recreated entirely of LEGO® bricks. More than 24-million LEGO® bricks create this attraction considered the heart of the Park. Media contact: Kelly Schwartz, LEGOLAND® Park, (760) 918-5379, kelly.schwartz@legoland.com. Public contact: (760) 918-LEGO (760-918-5346), www.legoland.com.

SAN DIEGO HARBOR EXCURSION OFFERS NATURE CRUISES

With the San Diego Harbor Excursion's new Nature Cruises, visitors can sail into Mexican waters to explore the Los Coronados Islands, located 14 miles south of Point Loma. This fully guided, 5 ½ hour tour accommodates up to 120 guests for an up close look of kelp forests, dolphins, whales, sea lions, up to 80 varieties of sea birds and other marine life, and an elephant seal rookery. The cruise features indoor and outdoor seating and a full galley offering beverages and hot food made to order. The cruise sails late December through May only, Thursday–Sunday, from 10:15 a.m. to 3:45 p.m. Tickets are \$50 for adults, \$40 for children aged 4–12, and \$45 for seniors and members of the military. Media contact: Marla Durham, San Diego Harbor Excursions, (619) 522-6160, marla@sdhe.com. Public contact: (619) 234-4111, www.sdhe.com.

SAN DIEGO MUSEUM OF MAN EXPLORES PRE-BIBLICAL ARCHEOLOGY

San Diego Museum of Man is joining forces with the Israel Museum, a renowned facility dedicated to art and archaeology, and the National Geographic Society for the exhibit "Journey to the Copper Age: Pre-Biblical Archaeology in the Holy Land." Opening on June 16, 2007, in tandem with the San Diego Natural History Museum's Dead Sea Scrolls exhibit, "Journey to the Copper Age" will examine an extraordinary time in human history as seen in the Holy Land, an area today known as Israel and Jordan. The exhibit will look at how metal production, improved agricultural technology, domesticated animals, and the development of cemeteries and temples in the Holy Land contributed to the emergence of new social groups in the region. The show includes 50 original artifacts such as effigy figures, grinding slabs and copper weapons that have never been out of Israel, and full color photographs by National Geographic photographer Kenneth Garrett. Media contact: Sydnie Moore, PR consultant, (619) 283-8896, moore2com@aol.com. Public contact: San Diego Museum of Man, (619) 239-2001, www.museumofman.org.

SAN DIEGO TOUR COUPES HIT CITY STREETS

The new San Diego Tour Coupes's fleet of tropical-colored, three-wheel mini-cars was designed for tourists wanting to escape tour buses. Up to two people can jump into these topless, miniature vehicles and enjoy a GPS-guided tour around downtown and other San Diego neighborhoods. The coupes travel up to 38 mph, offer tours in English or Spanish, and are equipped with CD players for those who would rather listen to their favorite music while driving. Media and public contact: San Diego Tour Coupes, (619) 232-6873, info@tourcoupes.com, www.tourcoupes.com.

NEW EXPERIENCES AT SEAWORLD SAN DIEGO

Visitors to SeaWorld San Diego can now interact with the park's arctic animals. The new Wild Arctic Interaction experience starts with a behind-the-scenes tour led by animal caretakers to visit and learn about enormous Pacific walruses and polar bears. Following the tour, guests slip into

thick wetsuits and step onto two spacious ledges in the 55-degree beluga whale pool for a chance to touch and feed the beluga whales, and learn training hand signals that cue behaviors. Participants must be at least 13 years old to enter the water with the beluga whales; swimming skills are not required. The program costs \$160 and includes lockers, changing facilities and showers. Reservations are required. This spring, guests can enjoy the park after dark as SeaWorld presents Spring into Night, a seasonal program featuring extended park hours and nighttime entertainment from March 31–April 16, and on weekends from April 21–May 20. Special nighttime shows include the all-new, high-energy Shamu Rocks; Ignite, the dolphin show; and Sea Lions Tonight. Media contact: Darla Davis, SeaWorld San Diego, (619) 226-3829, Darla.Davis@SeaWorld.com. Public contact: (619) 226-3915 or (800) 25-SHAMU (800-257-4268), www.SeaWorldSanDiego.com.

SPA VELIA PROVIDES SERVICES AT THE US GRANT HOTEL

Spa Velia, a day spa located in downtown San Diego, and its team of Sensiere (seasoned spa professionals), are now offering guests of THE US GRANT™ a full menu of in-room spa services. While spa treatments are available in all guest rooms, it's the rooms and suites on the 11th floor of the hotel that were recently redesigned—during the historic hotel's \$52 million renovation—to specially accommodate spa treatments. Unique features of these suites include infinity tubs complete with built-in color therapy, oversized marble showers with six or twelve showerheads and sweeping views of the San Diego skyline. The Spa Velia Suite is ideal for couples' treatments or for guests who prefer not to receive treatments in their private room. The spa menu, featuring oil blends from native plants, was designed to reflect the natural features of Southern California and the traditions of the hotel's owners, the Sycuan Band of the Kumeyaay Nation. Media contact: Kim Marshall, PR Consultant, (310) 230-9678, kim@themarshallplan.com. Public contact: THE US GRANT™, (619) 232-3121, www.usgrant.net.

SAN DIEGO'S LEGENDARY THE US GRANT™ NOW OPEN

THE US GRANT™ is the world-class embodiment of the history, vitality and dynamic character of downtown San Diego. The landmark hotel re-opened in October 2006 as a member of the elite Starwood Luxury Collection after a \$52 million renovation and historic restoration by its owner, the Sycuan Band of the Kumeyaay Nation. Originally opened in 1910, the 11-story THE US GRANT™ has been listed on the National Registrar of Historic Places since 1979. The historically chic hotel offers 270 guest rooms, including 47 suites; 33,000 square feet of ballroom and special event space; and a contemporary interpretation of the legendary Grant Grill and Lounge. The hotel is steps from San Diego's trendy Gaslamp Quarter, theater and financial districts, and minutes from San Diego Bay, Balboa Park and other popular visitor attractions. With new custom-designed furnishings, décor and original works of art in both public spaces and guest rooms, THE US GRANT™ is an urban sanctuary in the heart of one of America's most cosmopolitan cities. Media contact: Susie Dobson, Susie Dobson Global PR, (310) 573-2146, susiedobson@labridge.com. Public contact: THE US GRANT™, (619) 232-3121, www.luxurycollection.com/usgrant.



ANAHEIM CONVENTION CENTER GETS UPDATED LOOK

The Anaheim Convention Center is completing a \$4.1 million landscape

renovation to the aesthetics of the Katella Avenue entrance to the Convention Center and the Arena that includes a welcoming fountain centerpiece and more than 30 towering palm trees. Additionally, the Arena's exterior is scheduled to receive a dramatic update to incorporate glass elements from the Center's iconic façade in early summer 2007. Renovations are expected to be completed in early summer 2007. Media and public contact: Elaine Cali, Anaheim/Orange County Visitor & Convention Bureau, (714) 765-8853, ecali@anaheimoc.org, www.anaheimoc.org.

AVENUE Q DEBUTS AT SPRECKELS THEATRE

As part of its 2007 season, The Old Globe will produce the West Coast premiere of the Tony Award®-winning musical, Avenue Q, at the historic Spreckels Theatre in downtown San Diego. The production will run from June 30–August 5, 2007. Winner of the 2004 Tony Award for Best Musical, Avenue Q tells the hilarious story of Princeton, a bright-eyed college grad who comes to New York City with big dreams and a tiny bank account. He soon discovers that the only neighborhood in his price range is Avenue Q where he and his new neighbors struggle to find jobs, dates and their ever-elusive purpose in life. For mature audiences. Media contact: Becky Biegelsen, The Old Globe, (619) 231-1941 x2352, ebanderson@theoldglobe.org. Public contact: (619) 231-1941, www.theoldglobe.org.

CHILDREN'S MUSEUM OF LOS ANGELES TO OPEN IN 2008

Two years in the making, the Children's Museum of Los Angeles, a 60,000-square-foot building that will house 30,000 square feet of interactive exhibits and workshops, is expected to open in 2008. Located at the Hansen Dam Recreation Area, the 1,400-acre site also is home to a new library, an aquatic center, riding stables, a golf course and hiking trails. The Children's Museum is modeled after an ecosystem with a focus on earth, air, fire and water. Kids will explore the museum via "Big Fun Cool Thing," a conveyor system powered by kids. Media contact: Carol Martinez, LA INC. The Los Angeles Convention and Visitors Bureau, (213) 236-2357, cmartinez@lainc.us, www.seemyLA.com. Public contact: Children's Museum of Los Angeles, www.childrensmuseumla.org.

CONSTRUCTION BEGINS ON NEW CANNERY ROW HOTEL

The Cannery Row Company has begun construction on a new hotel at 750 Cannery Row. The property will include 208 luxury hotel rooms; 10,200 square feet of meeting space, a 95-seat restaurant and 18,500 square feet of retail space. The hotel will open in summer of 2008. Media contact: Shannon Marshall, Monterey County Convention & Visitors Bureau, (831) 657-6409, Shannon@mccvb.org, www.montereyinfo.org. Public contact:

Monterey County Convention & Visitors Bureau, (831) 657-6400 or (888) 221-1010, info@mccvb.org, www.montereyinfo.org.

NEW GANSEVOORT WEST HOTEL UNDER CONSTRUCTION

The Gansevoort Hotel Group is converting the former Trinity Theater, a 1914 Beaux Arts building that was once the home of Los Angeles' first permanent philharmonic orchestra, into Gansevoort West. When it opens in 2008, the hotel will feature two rooftop lounges connected by a glass sky bridge, a 5,200-square-foot spa and fitness center, and a glass-bottom pool stretching over one of two restaurants. The original 1,800-seat, rooftop amphitheater will be restored as a performance venue that can also be used as meeting space. The hotel will have 170 guest rooms and suites. Media contact: Carol Martinez, LA INC. The Los Angeles Convention and Visitors Bureau, (213) 236-2357, cmartinez@lainc.us, www.seemyLA.com. Public contact: (877) 426 7386, www.gansevoortwest.com.

HEARST CASTLE VISITOR CENTER REMODEL

The Hearst Castle® Visitor Center is undergoing a remodel to upgrade and improve existing visitor services. Highlights of the remodel include: construction of a new entrance featuring Hearst Castle® architecture; revitalized gift and museum shops featuring a library/theater area; new outdoor patio garden shop with live plants from the Castle and garden art; new food and beverage kitchen and serving area with a new menu; and a new Mediterranean courtyard with patio seating. Completion of the visitor center project is expected by early summer 2007. Media contact: Dan Eller, Hearst Castle, (805) 927-2074, deller@hearstcastle.com. Public contact: (800) 444-4445, www.hearstcastle.com.

\$40 MILLION HYATT REGENCY MONTEREY RENOVATION COMMENCES

The Hyatt Regency Monterey recently commenced a \$40 million renovation project scheduled for completion in early 2008. Upon the property's transformation, it will proudly become Hyatt Regency Monterey on Del Monte Golf Course Resort and Spa. The new Hyatt Regency Monterey, the only hotel in the city of Monterey located adjacent to a golf course, will remain the largest hotel between the

San Francisco Bay Area and Los Angeles. Highlights of the renovation also include a new full-service spa, luxurious guest-rooms outfitted with new elegant furnishings and modern amenities, a new signature restaurant, and upgraded on-site activities. Media contact: Shannon Marshall, Monterey County Convention & Visitors Bureau, (831) 657-6409, Shannon@mccvb.org. Public contact: Monterey County Convention & Visitors Bureau, (831) 657-6400 or (888) 221-1010, info@mccvb.org, www.montereyinfo.org.

MAJOR LEAGUE BASEBALL'S ALL-STARS RETURN TO SAN FRANCISCO:

For the first time in over 20 years, Major League Baseball's Midsummer Classic is returning to San Francisco and will bring with it a week of exciting activities for fans of all ages. Moscone West Convention Center will be the site of a five-day celebration of the national pastime with an unparalleled interactive baseball festival known as Major League Baseball All-Star FanFest. There will be exhibits and attractions, Major League clinics and seminars, free autograph sessions, live entertainment, memorabilia and much more. Other All-Star Week activities include the XM All-Star Futures Game, Taco Bell Legends/Celebrity Softball Game, Gatorade All-Star Workout Day featuring the Home Run Derby and the Red Carpet Show presented by Chevrolet. All-Star Week is in San Francisco July 6–10, 2007. Media contacts: San Francisco Giants, Staci Slaughter, (415) 972-1960, sslaughter@sfgiants.com or Shana Daum, (415) 972-2496, sdaum@sfgiants.com. Major League Baseball, Dan Queen, (212) 931-7565, dan.queen@mlb.com. Public Contact: (888) FANFEST (888-326-3378), www.mlb.com or www.sfgiants.com.

NOKIA THEATRE LOS ANGELES TO OPEN FALL 2007

The 7,100-seat, 210,000-square-foot Nokia Theatre Los Angeles, scheduled to open in fall 2007, will be the premier mid-sized live performance/award show/special event/music venue for Los Angeles. The state-of-the-art facility could accommodate major awards shows, such as the EMMYs®, Latin Grammys®, ESPYs, MTV Music Awards, BET Awards and others as well as live music concerts, comedy shows, family shows, short-run Broadway and community theater productions along with corporate conventions and seminars. Nokia Theatre Los Angeles is the initial development of the massive LA Live project that will promote a 24-hour LA experience. Media contact: Carol Martinez, LA INC. The Los Angeles Convention and Visitors Bureau, (213) 236-2357, cmartinez@lainc.us, www.seemyLA.com. Public contact: AEG Worldwide, (213) 763-7700, www.aegworldwide.com.

SHERATON CARLSBAD RESORT CONNECTS TO LEGOLAND

Scheduled to open in late 2007 adjacent to LEGOLAND® California, Grand Pacific Resorts presents Sheraton Carlsbad Resort featuring 250 guest rooms, 13 suites, a 5,200-square foot restaurant with an ocean view and patio dining, tennis courts, a fitness center, health spa with eight private treatment rooms, Olympic-sized swimming pool, adventure pool for children, and 25,000 square feet of meeting and convention space. The hotel will also have a walking path connecting to the LEGOLAND® theme park and will sit across an 18-hole, par-72 championship golf course, also slated to open in late 2007. All guest rooms will be furnished in Sheraton's own "Riverside" design featuring a color palette of warm, rich, cream tones and textures, subdued Damask patterns mixed with faded florals and polished honey-colored woods. Media contact: Betsy Brottlund, PR Consultant, (619) 302-6965, bbrottlund@wrightoncomm.com. Public contact: Randy Nakagawa, Grand Pacific Resorts, (760) 827-4199, www.grandpacificresorts.com.

WESTIN MONACHE OPENS AT MAMMOTH LAKES

This fall the Westin Monache, Mammoth will open its doors bringing the first full-service, luxury hotel to the Eastern Sierra mountain resort. Pronounced "mon-ah-she," the 230-condominium-hotel will be the flagship property of The Village at Mammoth and located adjacent to Mammoth Mountain's 15-passenger express gondola. Among its many amenities, the hotel will include panoramic views of the mountains, a full service restaurant, 24-hour room service, ski valet, a pool and hot tubs, fitness facilities, underground parking and over 2,000 square feet of meeting space. Media contact: Brooke Hughes, Lyman Public Relations, (775) 265-4105, brooke@lymanpr.com. Public contact: The Westin Monache, Mammoth, www.starwoodhotels.com.



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EDITOR'S NOTE

There is always something new and exciting in California. As your resource for statewide news, the California Travel and Tourism Commission (CTTC) is pleased to present this release describing new developments taking place in the various regions of the Golden State. Consumers can get free California travel planning information by visiting CTTC's Web site at visitcalifornia.com or by writing to the address above.

Residents of the United States and Canada can also receive travel planning information by calling (800) 862-2543. International travelers need to dial (916) 444-4429.



DISNEYLAND PARK CREATES NEW UNDERWATER ADVENTURE ATTRACTION

As part of
the Year of a
Million Dreams
celebration,

the Disneyland Resort announced the next "E-Ticket" attraction to join Tomorrowland in Disneyland park—Finding Nemo Submarine Voyage, scheduled to debut on June 11, 2007. The underwater adventure will feature the eight submarines of Disneyland's original Submarine Voyage attraction. Finding Nemo Submarine Voyage is inspired by the Disney presentation of the Pixar Animation Studios film, "Finding Nemo." As a member of the sub crew, guests will embark on an expedition to observe an active undersea volcano. Soon after departure, they will discover their favorite fish friends getting into the swim of things right alongside their submarine. Nemo and his friends are able to go along for the ride thanks to new projection technology developed by Walt Disney Imagineering that allows them to appear exactly as they do in the film, but now in a three-dimensional underwater setting. There will be several exciting moments when guests aboard their submarine will be able to see Nemo while the other characters won't. After surviving a sub-shaking volcanic eruption, the subs dive alongside a beautiful coral reef where Marlin, Nemo and all their friends gather to celebrate finding Nemo at last. Media contact: Betsy Sanchez, Disneyland Resort, (714) 284-6386, Betsy.e.sanchez@disney.com, www.disneyland.com. Public contact: Disneyland Resort Information, (714) 781-4565, www.disneyland.com.

HOTEL MÉNAGE COMES TO ANAHEIM

Anaheim welcomes the Hotel Ménage onto the scene as the city's newest premier boutique hotel and resort. The hotel, a former Holiday Inn, is scheduled to complete a nearly \$20 million renovation project in May 2007. The renovation includes remodeling public spaces and guestrooms, and the addition of several new elements: the award-winning k'ya restaurant; a hip, candle-lit lobby bar and lounge; the Mist pool bar; the Red Room, a business center with a lush twist; and seven uniquely themed breakout rooms. Hotel Ménage offers 4,700 square feet of flexible indoor conference and special event space, and an outdoor pool deck venue with over an acre of space designed to host a nightclub on Friday and Saturday evenings. Media Contact: Marlena Nelson, (714) 758-0900, x7629, marlena@casaresortsinc.com, www.casaresortsinc.com. Public contact: Hotel Ménage, (714) 758-0900, www.hotelménage.com.

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NEW ATTRACTIONS OPEN AT KNOTT'S BERRY FARM

Knott's Berry Farm will unveil its newest thrill ride, Sierra Sidewinder, at the entrance to Camp Snoopy in June. This coaster puts a new twist on traditional roller coasters with the debut of a coaster that not only offers speed, but spin. Sierra Sidewinder consists of two trains, each with four cars. Each car carries four riders arranged two across in two rows, seated back to back. The cars will take riders through a series of nose-dives, banks, dips and turns at a speed of 37 miles per hour, while continually rotating on its axis. Though this thrilling whirlwind lasts little over a minute, it covers 1,411 feet of track that includes a drop of 39 feet. In addition to Sierra Sidewinder, an all-new ice show debuts June 17. "Snoopy's Big Bow Wow" will entertain guests in the Charles M. Schulz Theatre. This production is filled with special effects, elaborate costumes, and professionally choreographed acts by world-class champion ice skaters. Media contacts: Michele Wischmeyer or Jennifer Blazey, Knott's Berry Farm, (714) 220-5130, pr@knotts.com, www.knotts.com. Public contact: Knott's Berry Farm, (714) 220-5200, info@knotts.com, www.knotts.com.



AUTRY NATIONAL CENTER PRESENTS TWO NEW EXHIBITS

The Autry National Center will present

two new exhibits this summer: "Pistols—Dazzling Firearms" and "Gene Autry and the Twentieth-Century West." Running May 18 through August 12, "Pistols" explores the diversity of American firearm decoration since the mid-19th century represented by a selection of handguns from the Autry National Center's permanent collection. When Samuel Colt received U.S. Patent no. 138 for his "repeating pistols" in 1836, he embarked on not only a remarkable commercial endeavor but he developed the extraordinary artistic field of firearms decoration. In "Gene Autry and the Twentieth-Century West," the Singing Cowboy's influence on myth and history in the American West will be explored. Organized into three galleries, the show begins by examining how motion pictures and radio broadcasting brought about a

convergence of cultures during the 1930s and 1940s. The second gallery features Autry's move from motion pictures to television in 1948. Besides starring in television programs in the 1950s, Autry also produced TV videos and acquired stations to broadcast them. Gallery Three shows another transition in the early 1960s, through which Autry combined baseball with broadcasting after the American League awarded him a franchise for the Los Angeles Angels. This exhibition opens June 22 and will run through January 13, 2008. Media contacts: Jane Stenechjem or Yadhira De Leon, Autry National Center, (323) 667-2000, x265, jstenechjem@autrynationalcenter.org, ydeleon@autrynationalcenter.org, www.autrynationalcenter.org. Public contact: Autry National Center, (323) 667-2000, www.autrynationalcenter.org.

NEW MODERN SCULPTURE COLLECTION ADORNS GETTY CENTER

Twenty-eight modern and contemporary outdoor sculptures donated to the J. Paul Getty Museum from the collection of the late legendary film producer Ray Stark and his wife, Fran, will be in place for public viewing starting June 4. The gift ensures that the collection will remain in the city where the Starks made their home for more than 60 years. Many of the 20th century's greatest sculptors are represented in the collection: Robert Adams, Saul Baizerman, Alexander Calder, Mark di Suvero, Dame Elisabeth Frink, and Alberto Giacometti, among others. While the sculptures will be dispersed in gardens and public areas throughout the site, they will be most prominently featured in two new named spaces. The Fran and Ray Stark Sculpture Garden, located at the tram departure area where visitors enter the site, features primarily British sculpture. Adjacent to the West Pavilion, outside the entrance to the Getty Museum's new terrace level Center for Photographs, visitors will find another sanctuary in the Fran and Ray Stark Sculpture Terrace, where the sculptures installed describe the broad outlines of figurative sculpture's move from representation to abstraction. The sculptures will also be included in many of the Getty's roster of educational programs. Media contact: Desiree Alcalde-Wayne, The Getty, (310) 440-7304, dalcadewayne@getty.edu, www.getty.edu. Public contact: The Getty, (310) 440-7300, info@getty.edu, www.getty.edu.

LAX BREAKS GROUND AT INTERNATIONAL TERMINAL

The long anticipated renovation of the Tom Bradley International Terminal (TBIT) at Los Angeles International Airport (LAX) broke ground in February 2007. The \$723.5-million project calls for major interior renovations, installation of an in-line checked-baggage security system, and a second boarding gate to accommodate large aircraft such as the Airbus 380 and Boeing 747-800. Considered the largest individual project in Los Angeles' history, the significant changes are expected to help LAX retain its competitiveness as the premier West Coast international gateway, especially to the Asia-Pacific region. The terminal will remain fully operational during construction. The 38-month project is expected to be completed by March 2010. LAX is the fifth busiest airport in the world with 53 percent of LAX passengers being served by TBIT. Media contact: Robin McClain, LA INC. The Los Angeles Convention and Visitors Bureau, (213) 236-2397, rmccclain@lainc.us, www.seemyLA.com. Public contact: Nancy Castles, Los Angeles World Airports, (310) 646.5252, www.lawa.org/lax.

MALIBU BEACH INN TO REOPEN IN JUNE

The Malibu Beach Inn is scheduled to reopen in June 2007 after completing a multi-million dollar remodel that will make the privately-owned property the only luxury hotel destination in Malibu. The renovation, which began in October 2006, includes completely refinished interiors and exteriors, a new dining room, expanded meeting space and a members-only beach club. The improved 47-room Malibu Beach Inn is designed to complement its location on the sands of Malibu's exclusive Carbon Beach by featuring clean-lined architecture and interiors, a beach-inspired color palette and natural materials. Rich woods, elegant stone, sleek glass and polished steel create an organic indoor/outdoor experience that utilizes the setting's marine assets. Media contact: Brian Garrido, Burditch Marketing Communications, (323) 932-6262, briang@burditchmc.com, www.burditchmc.com. Public contact: Alan Goldschneider, Malibu Beach Inn, (800) 562-5428 or (310) 456-6444, www.malibubeachinn.com.

MARK TAPER FORUM TO RENOVATE

The Music Center of Los Angeles County will begin a \$30 million renovation of the Mark Taper Forum in July 2007. Construction will continue through mid-2008 with renovations to the lobby, theatre and backstage. The lobby will be expanded to include a new lobby bar and will feature decorative terrazzo flooring. Inside the theatre, upgrades will include new seating, elegant railings along the aisles and improved acoustics. To increase accessibility for patrons with disabilities, an elevator will be installed and seating will be increased by 37 percent. The backstage will also undergo numerous changes to allow for new technology and more space for cast and crew. The theatre will be closed during renovations, however Taper subscribers will be offered a four-play subscription for the 2007–2008 season that includes two productions in the Ahmanson Theatre followed by two productions in the newly remodeled Mark Taper Forum. Media contact: Catherine Babcock, (213) 972-3335, cbabcock@musiccenter.org or Nancy Hereford (213) 972-7376, www.centertheatregroup.org/theatres/mtf.

NOAH'S ARK OPENS AT THE SKIRBALL CULTURAL CENTER

The Skirball Cultural Center in Los Angeles will unveil its new permanent exhibit, Noah's Ark, on June 26. Five years in the making, this innovative destination for children and adults was inspired by the ancient flood story of Noah's Ark that spans many cultures around the world. In the hands-on gallery, visitors create rain, brave a storm, then climb aboard a gigantic wooden ark to interact with handcrafted animals. From life-sized giraffes and elephants to snow leopards, flamingos and iguanas, the fanciful puppets and figures represent 186 species. The adventure culminates outdoors under a real rainbow. Open Tuesday through Sunday. Admission to the Skirball Cultural Center, including Noah's Ark, is \$10 general; \$7 seniors and full-time students; \$5 children ages 2 to 12. Children under 2 are free. Media contact: Mia Carino, (310) 440-4544, communications@skirball.org, www.skirball.org. Public contact: Skirball Cultural Center, (310) 440-4500, www.skirball.org.

PORTOFINO HOTEL & YACHT CLUB COMPLETES RENOVATION

The Portofino Hotel & Yacht Club in Redondo Beach, opened in 1962 by racecar enthusiast Mary Davis, has completed a major top-to-bottom renovation. Guestrooms, public and meeting spaces, and the restaurant have all been updated to reflect a contemporary yet relaxed atmosphere. The lobby features striking, two-story high windows that look out onto the Pacific Ocean. Five ultra-luxe oceanside suites overlooking the Pacific have been added to the property, each averaging 700 square feet. The suites feature sitting rooms, two 44" plasma screen TVs, a double-sided fireplace opening into the sitting room and bedroom, four-post wrought iron bed, glass desk and claw foot bath tub. Bathrooms in each guestroom feature sleek, modern fixtures including counter-mounted vessel bowl sinks, black granite counter tops and alabaster-colored marble floors. Rooms and common areas are adorned with mirrors reminiscent of portholes, and stunning art depicting nautical scenes. Public spaces including the pool, fitness center and entryway have been revamped, and the freestanding BALEENLosangeles restaurant features new interiors and new concept in cuisine: New American gourmet comfort food with a seafood focus. Media contact: Maris Somerville, Somerville Associates, (310) 207-5663, maris@somervillepr.com, www.somervillepr.com. Public contact: Portofino Hotel & Yacht Club, (310) 379-8481, www.hotelportofino.com.

RENAISSANCE HOLLYWOOD HOTEL EMBARKS ON \$29 MILLION RENOVATION

The Renaissance Hollywood Hotel is scheduled to break ground on a \$29 million renovation project in April 2007. The project will include the new Dark Bar and lounge and Light Spa, and refurbished guest rooms, lobby, and outside pool. Design for Dark Bar and lounge was inspired by chic hotspots in New York and Las Vegas. With the creation of Light Spa, the outdoor pool and the exercise area will be redesigned. Overlooking the famous Hollywood sign, the hotel's pool will become a more intimate affair, with a new bar offering world-famous Wolfgang Puck creations. The hotel's 637 guestrooms and 33 suites will be updated with new furnishings, beds and draperies, flat screen LCD TVs and soft goods including the Marriott Revive Bedding

and plush towels. The lobby will be expanded to include a Marriott Great Room that comprises a welcome zone where guests can check in, access concierge services and purchase retail items; an individual zone for relaxing, reading, catching up on emails or simply enjoying a quiet snack; a social zone where groups can meet informally; and a business zone offering a business center and multi-functional boardroom with a variety of A/V equipment. Media contacts: Susan Hartzler, HR Public Relations, (818) 998-6299, susan@hrpublicrelations.com or Lisa Roughley, HR Public Relations, (702) 228-5169, lisa@hrpublicrelations.com. Public contact: Renaissance Hollywood Hotel, (323) 856-1200, www.renaissancehollywood.com.

QUEEN MARY DEBUTS 40TH ANNIVERSARY EXHIBITS

2007 marks the 40th anniversary of the Queen Mary's 1967 arrival in Long Beach and the debut of new exhibits. The newest exhibit to the Queen Mary is "The Queen Mary Historic Exhibit: Her Story is History." This incredible display takes guests through the chronological history of the legendary ocean liner from her construction and launch, to her important WWII service years as a troopship carrier, all the way to her arrival in Long Beach. Running from April–September 2007 is "The Incredible World of SPY-Fi" exhibit. This amazing display showcases approximately 400 spy gadgets, props, and artifacts from the Danny Biederman SPY-Fi Archives. Spy fans will be exposed to the Hollywood perception of the cloak-and-dagger world of the undercover and mysterious. Opening June 15 and running through early September, the Sun Deck Gallery will present the work of Michael Childers in an exhibit titled "Rockin' Hollywood." Early celebrity-filled photos of the ship will be among the 80 images of Hollywood icons and legends. The Queen Mary is open daily from 10 a.m. to 6 p.m. Media contact: Lovetta Kramer, RMS Foundation (Queen Mary), (562) 499-1620, lovetta.kramer@queenmary.com, www.queenmary.com. Public contact: Queen Mary, (562) 435-3511, www.queenmary.com.

CRAZY CRUISER MAKES NORTH AMERICAN DEBUT AT SANTA MONICA PIER

Pacific Park®, the two-acre amusement park on the Santa Monica Pier, is rolling out its own red carpet for the premier of Crazy Cruiser as it makes its North American debut this summer. Crazy Cruiser is an adrenaline-pumping game that features a pair of bikes whirling 360 degrees as challengers pedal fast and furious to the finish while competing for prizes. Rising nearly 50 feet above the Pacific Ocean, Crazy Cruiser racers experience accelerations of up to 2g during the one-minute spinning contest on the uniquely designed single or two-person bikes. The custom-built, oversized bikes sport a colorful California appearance with a vibrant yellow background that's accentuated with stripes and strokes of magenta, purple and red with the bikes' tires trimmed in metallic blue. The game's frame is lined with multi-colored chaser lights to heighten the racing effect for riders. The one-of-a-kind Crazy Cruiser anchors Pacific Park's Pier Pressure Zone, which includes 21 midway games. Pacific Park is the West Coast's only amusement park on a seaside pier. Media contact: Cameron Andrews, Pier Communications, (562) 432-5300, cameron@piercomm.com. Public contact: Pacific Park on the Santa Monica Pier, (310) 260-8744, www.pacpark.com.



AIRLINE SERVICE FROM SFO INCREASES TO EAST COAST AND MIDWEST
Beginning May 3, 2007, JetBlue Airways will

offer low-fare service between San Francisco International Airport (SFO) and New York/JFK and Boston. JetBlue will offer four flights daily between SFO and New York/JFK and one flight daily between SFO and Boston. Midwest Airlines is increasing service to San Francisco as part of its strategic growth plan for 2007. Beginning June 1, Midwest will enhance its year-round Kansas City to SFO service from one to two nonstop roundtrip flights daily. The airline will also increase the duration of its nonstop seasonal service between Milwaukee and San Francisco from May 1 through October 31, two months longer than in 2006. Media

contact: Michael McCarron, San Francisco International Airport, (650) 821-4000, michael.mccarron@flysfo.com, www.flysfo.com. Public contacts: JetBlue Airways, (800) 538-2583 or (801) 365-2525, www.jetblue.com; and Midwest Airlines, (800) 452-2022 or (415) 570-4000, www.midwestairlines.com.

FISHERMAN'S WHARF PASS OFFERS SAVINGS ON WHARF ATTRACTIONS

Major attractions at Fisherman's Wharf are included in the new Wharf Pass being offered by TourCorp, Inc. Buyers can select six options from a group of 12 attractions for a savings of 33 percent off admission fees. The pass allows users to visit each of the six attractions once over the course of three consecutive days. Options include a choice of a hop-on, hop-off CitySightseeing tour on a double decker bus or a San Francisco Gray Line Trolley Hop tour; Bay cruise aboard the Blue & Gold Fleet or Red & White Fleet; Ripley's Believe It or Not! or Pier 39's Turbo Ride; Wax Museum at Fisherman's Wharf or the USS Pampanito submarine tour; Aquarium of the Bay or tours of historic ships at Hyde Street Pier; Boudin Sourdough Bakery Museum tour or a ride on the Pier 39 carousel. The Wharf Pass is \$61 for adults and \$38 for children ages 5-11. Media contact: Terry Koenig, (415) 726-3712, koenigandassoc@sbcglobal.net. Public contact: Fisherman's Wharf Pass, (866) 550-4474 or (415) 440-4474, www.wharfpass.com.

FLORA VISTA INN OPENS IN SANTA CRUZ COUNTY

Flora Vista Inn, a new five-room bed and breakfast, celebrated its grand opening this spring. The renovated, two-story historic home is within walking distance to the beach in Santa Cruz County and overlooks rolling hills to the back. Guestrooms offer sweeping vistas of adjacent flower fields and feature antiques, in-room fireplaces and whirlpool tubs. Located in La Selva Beach, the inn was originally built in 1867 by Frederick Thurwachter, a German immigrant farmer. The farmhouse is a replica of Abraham Lincoln's Springfield home, and was the first neo-Georgian-style house built in the Pajaro Valley. In 1997 it was moved six miles to its present two-acre location and renovated into a charming, estate quality home while retaining the warm and cozy feel of the old farmhouse.

Accommodations include a complete gourmet breakfast and afternoon wine and cheese. Media and public contact: Christina Glynn, Santa Cruz County Conference & Visitors Council, (831) 427-4405, x 112, cglynn@santacruz.org, www.santacruzcounty.travel.

GALLERIA PARK HOTEL GETS \$7.1 MILLION MAKEOVER

With its convenient location on the corner of Kearny & Sutter streets in San Francisco's South Financial District, the Galleria Park Hotel represents the best of both worlds for travelers seeking either work or play—or both. The Hotel recently completed a \$7.1 million makeover to its 177 guestrooms and public areas. Previously known as the Sutter Hotel, the property was constructed in 1911 and had not been renovated since the 1980s. Joie de Vivre Hospitality took over management in June 2005 and immediately embarked on the extensive Art Deco renovation project. The result is a stunning showcase of vibrant tones, eclectic furnishings and a host of clever business traveler amenities such as ergonomic desk chairs, a tech tool box and business "honor bar" stocked with office materials, including everything from paperclips to a personal assistant for the day. Other hotel amenities include luxurious Frette linens and bathrobes, flat-screen televisions, alarm clocks with MP3 connectors, rooftop terrace and a walking track. Upon checkout, guests traveling by airplane receive a free Bay Area Rapid Transit (BART) ticket to the airport and their airline boarding pass. A nightly wine reception is held in the lobby area of the hotel. Media contact: Jennifer Nichols, (415) 277-4912 or Jennifer@allisonpr.com. Public contact: Galleria Park Hotel, (800) 792-9639 or (415) 781-3060, www.galleriapark.com.

GLBT HISTORICAL SOCIETY PRODUCES GLBT VETERANS EXHIBIT

Out Ranks: GLBT Military History from World War II to the Iraq War will be the first exhibit in the country to explore the experiences of GLBT veterans. Slated to open in June at the GLBT Historical Society in San Francisco, the exhibit will have an extensive Web-based component and will be accompanied by programs and public forums. Out Ranks will draw detailed portraits of seven individuals who

served during major military conflicts from World War II to the present. Currently working with the Library of Congress Veterans History Project, Dr. Steve Estes, curator of the show, has collected more than 50 oral histories from GLBT veterans. Among the source materials are papers from U.S. Air Force TSgt. Leonard Matlovich, a Vietnam War veteran, who in 1975 fought for the right to serve as an openly gay man. Media contact: Don Romesburg, GLBT Historical Society, (415) 850-8580, donromesburg@earthlink.net. Public contact: GLBT Historical Society, (415) 777-5455, info@glbthistory.org, www.glbthistory.org.

INN AT UNION SQUARE AND HOTEL GRIFFON COMPLETE MAJOR UPGRADES

The Inn at Union Square, a San Francisco urban retreat known for its quiet intimacy and ideal location, recently completed a \$600,000 upgrade to its 30 guestrooms, lobby and lounge areas. Offering comfort and personal attention (each guest is greeted by name), the new Inn at Union Square features a wood-burning fireplace in the lounge on each level where complimentary champagne, hors d'oeuvres and freshly baked cookies are served nightly. Hotel Griffon, located along the waterfront in the Embarcadero, completely updated its interiors with new wall coverings, artwork, upholstery, carpet, lighting and window treatments. The 57-room, five-suite property is favored among travelers for its spectacular views of the San Francisco Bay from many of the rooms. All guestrooms feature flat screen TVs and a new signature bed package. Complimentary amenities include continental breakfast, nightly turndown service with a cookie, weekday morning Town Car service to the Financial District and high-speed wireless Internet access. Media contact: Nancy Uber, (415) 672-2950, nancy@nupr.com. Public contacts: Inn at Union Square, (800) 288-4346 or (415) 397-4910, www.unionsquare.com; Hotel Griffon, (800) 321-2201 or (415) 495-2100, www.hotelgriffon.com.

JOIE DE VIVRE HOSPITALITY RENOVATES JAPANTOWN PROPERTY

Under the management Joie de Vivre Hospitality, the Best Western Miyako Inn in San Francisco's Japantown is undergoing a dramatic transformation scheduled for completion by June 2007. The hotel's new design takes inspiration from contemporary Japanese culture, featuring the bright colors, modern embellishments and artistic styling found in Japanese anime, manga and street fashion. The renovated hotel will operate under the new name Hotel Tomo and will exude practical comfort with quirky details such as a game lounge with PS3 and bean bag chairs, Geo-Dome external meeting space and eclectic vending machines. Acknowledging its location as a cornerstone of Japantown and San Francisco's Fillmore Street shopping corridor, Hotel Tomo will be the ultimate destination for those wanting cutting edge style at a great price. Media contact: Dawn Shalhoup, Joie de Vivre Hospitality, (415) 773-1067, dawns@jdvhospitality.com, www.jdvhospitality.com. Public contact: Derek Banderas, Hotel Tomo, (415) 921-4000, dbanderas@jdvhospitality.com, www.jdvhospitality.com.

PODCASTS AVAILABLE ON SAN FRANCISCO CVB WEB SITE

Discover San Francisco in a whole new way. The San Francisco Convention & Visitors Bureau Web site now features podcasts from more than a dozen of San Francisco's top attractions. Learn about the latest research and exhibitions from prominent museums such as the California Academy of Sciences and the de Young Museum. Or, take an audio walking tour of the City's hottest spots from StrollSanFrancisco.com. There is a podcast available in most subject interests for visitors. Podcasts are free and easy to upload on to any computer or MP3 Player. Media contact: Tanya Houseman, San Francisco Convention & Visitors Bureau, (415) 227-2651, thouseman@sfcvb.org, www.onlyinsanfrancisco.com. Public contact: San Francisco Convention & Visitors Bureau, www.sfcvb.org/travel_media/podcasts.asp.

RAMADA PLAZA ON MARKET STREET BECOMES HOTEL WHITCOMB—SAN FRANCISCO

On March 6, 2007 the Ramada Plaza on Market Street was "reborn" as the Hotel Whitcomb—San Francisco, the hotel's original name when it opened in 1916. The 459-room Hotel Whitcomb—San Francisco includes a fine dining restaurant, cocktail lounge and more than 17,000 square feet of meeting and banquet space. Although recently renovated, the hotel will undergo an additional \$5 million in phased upgrades. Rich in history, the building the hotel occupies served as a temporary City Hall after the 1906 San Francisco earthquake. The Hotel Whitcomb joins more than 200 hotels, inns and resorts across the United States that are recognized by Historic Hotels of America for preserving and maintaining their historic integrity, architecture and ambiance. Media contacts: Gary Kohler, Hotel Whitcomb—San Francisco, (415) 487-4460, gkohler@hotelwhitcomb.com, or Mary Billingsley, Historic Hotels of America, (202) 588-6061, pr@historichotels.org, www.hotelwhitcomb.com. Public contact: Hotel Whitcomb—San Francisco, (415) 628-8000, www.hotelwhitcomb.com.

ROSS VALLEY PLAYERS PRESENTS TWO SUMMER PRODUCTIONS

The Ross Valley Players, an award-winning semi-professional theater company in Marin County, continues its 76th season with two summer productions: *The Underpants*, on stage from May 11–June 17, 2007; and *Fully Committed*, running from July 13–August 19, 2007. Ross Valley Players' productions are presented at The Barn Theatre located at the Marin Art & Garden Center in Marin. Theatre tickets are \$20 for adults, and \$17 for seniors age 62+ and children age 17 or younger. Thursday shows are \$16 for everyone, no other discounts apply. Media contact: Kim Taylor, Ross Valley Players, (415) 897-7772, KimTaylorpr@aol.com, www.rossvalleyplayers.com. Public contact: Ross Valley Players, (415) 456-9555, www.rossvalleyplayers.com.

NEW EXHIBITS AT SAN FRANCISCO ART MUSEUMS

The San Francisco Museum of Modern Art (SFMOMA) and the de Young Museum are running two iconic exhibits that celebrate two artists who've made profound impacts on modern art. Picasso and American Art runs through May 28 at SFMOMA. Approximately 40 works by Picasso are on display alongside more than 100 works by artists such as Jackson Pollock and Jasper Johns that examine Picasso's role in the development of American art in the 20th century. At the de Young Museum, Vivienne Westwood—36 Years in Fashion runs through June 10. The retrospective exhibition was organized by London's Victoria and Albert Museum, and is the only U.S. stop on an international tour. The show honors Westwood's 40-year career of fearless non-conformity and singular sources of inspiration often found in the past. Media contacts: Libby Garrison, San Francisco Museum of Modern Art, (415) 357-4177, lgarrison@sfmoma.org, www.sfmoma.org; Mary Jo Bowling, de Young Museum, (415) 750-3553, mbowling@famsf.org, www.famsf.org. Public contacts: San Francisco Museum of Modern Art, (415) 357-4000, www.sfmoma.org; de Young Museum, (415) 863-3330, www.famsf.org.

SAN FRANCISCO OPERA PRESENTS 2007 SUMMER SEASON

The San Francisco Opera this summer will feature new co-productions of Mozart's Don Giovanni starring baritone Mariusz Kwiecien; Richard Strauss's Der Rosenkavalier with mezzo-soprano Joyce DiDonato making her role debut as Octavian, Miah Persson making her Company debut as Sophie, and soprano Soile Isokoski making her Company debut as The Marschallin; and the San Francisco Opera premiere of Gluck's Iphigénie en Tauride. The San Francisco Opera will also present free productions, including an outdoor concert in San Francisco's Dolores Park on May 27 featuring the San Francisco Opera Orchestra; the annual Merola in the Gardens on July 29, featuring singers from the Merola Opera Program at Yerba Buena Gardens; Opera at Stern Grove on August 19; and a performance in association with the San Francisco LGBT Pride Celebration in June. Media contact: Will Hamilton, San Francisco Opera, (415) 565-6470,

whamilton@sfoopera.com, www.sfoopera.com. Public contact: San Francisco Opera, (415) 864-3330, www.sfoopera.com.

SFO OPENS 60-MINUTE PARKING LOT

Gone are the days of circling San Francisco International Airport (SFO) when picking up arriving passengers. SFO has created a free 60-minute cell phone "waiting" lot that allows people to wait for friends and family to emerge curbside rather than circling the airport. This new parking lot also reduces vehicle traffic outside the terminals and baggage claim areas. Just a three-minute drive from the terminal, the cell phone lot is accessible from the San Bruno Avenue exit on U.S. 280, near the Long Term Parking Garage. Media contact: Michael McCarron, San Francisco International Airport, (650) 821-4000, michael.mccarron@flysfo.com, www.flysfo.com. Public contact: San Francisco International Airport, (650) 821-8211, www.flysfo.com.

SHAKESPEARE SANTA CRUZ PRESENTS FOUR PLAYS

Shakespeare Santa Cruz will perform four plays in repertory from July 17–September 2 at University of California, Santa Cruz. The natural beauty of the outdoor Sinsheimer-Stanley Festival Glen redwood forest amphitheater will play host to Shakespeare's "Much Ado About Nothing" and "The Tempest." The indoor Theatre Arts Mainstage will be the setting for the classic Irish plays, Samuel Beckett's "Endgame" and "Playboy of the Western World" by John Millington Synge. Shakespeare Santa Cruz has been entertaining audiences for 25 years. Programs are suitable for families. Tickets are priced from \$22–\$40 for adults and \$10 for children. Media contact: Dana Werdmuller, Shakespeare Santa Cruz, (831) 459-3160, dwerdmul@ucsc.edu. Public contact: Shakespeare Santa Cruz, (831) 459-2121, <http://shakespearesantacruz.org>.

SIX FLAGS MARINE WORLD BECOMES SIX FLAGS DISCOVERY KINGDOM

A stunning transformation reveal thrills by land, sea and sky at Six Flags Marine World, America's original combination wildlife park, oceanarium and theme park. The park, newly branded Six Flags Discovery Kingdom (SFDK), will let guests experience a one-of-a-kind adventure featuring a

wide range of thrilling experiences, from interactions with exotic land animals and majestic marine life to rides and attractions that will delight families and guests of all ages. Guests will find the park classified into three fun-filled areas: Land, Sea and Sky. Each area is designed to foster physical and emotional discovery in a dynamic setting. The park's attractions, stunning shows, strolling performers and animal interactions will reflect the park's new name and identity. Media contact: Nancy Chan, Six Flags Discovery Kingdom, (707) 556-5227, nchan@sftp.com, www.sixflags.com. Public contact: General information, (707) 643-6722, www.sixflags.com.

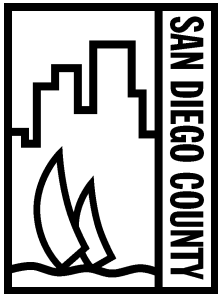
GREEN TOURISM IN SAN FRANCISCO GOES RETRO

Experience San Francisco from the backseat of a custom-built, pre-1930's touring car with Mr. Toad's Tours. The fleet of touring cars run on propane and include four 10-passenger vehicles: 1929 Model A Woodie, 1912 Rambler, 1918 Packard "Toadster" Woodie, and an authentic 1924 Yellowstone bus. Visitors can choose from the 80-minute "Hop Around the City" tour, the 2 ½ hour "Postcard San Francisco" tour, or the 75-minute "San Francisco by Night" tour. All tours are enthusiastically narrated and highlight San Francisco's history and popular attractions and landmarks. Media contact: Charles Lundquist, Mr. Toad's Tours, (650) 401-7708, Charlie@mrtoadstours.com, www.mrtoadstours.com. Public contact: Mr. Toad's Tours (650) 401-7708 or (877) 4MR-TOAD (877-467-8623), www.mrtoadstours.com.

NEW STARS DESCEND ON WAX MUSEUM AT FISHERMAN'S WHARF

The Wax Museum at Fisherman's Wharf has added new stars and other public personalities to its collection of more than 250 wax portraits. The Wax Museum this spring will introduce a diverse group of popular favorites. Hollywood glamour is well-represented with Halle Berry and Salma Hayek in dazzling contrast to the girl-next-door perkiness of Reese Witherspoon. Adventure heroes Mel Gibson and Harrison Ford join a throng of Hollywood hunks such as Johnny Depp, Tom Cruise, Russell Crow and George Clooney. We pay tribute to the legendary San Francisco musical icon and philanthropist Carlos Santana. With the closure of Movieland Wax Museum in

Southern California, dozens of popular and revered "stars" relocated to the Wax Museum at Fisherman's Wharf in San Francisco. The museum's Chamber of Horrors made room for "Psycho," "Phantom of the Opera," "House of Wax" and other popular film chillers. Comedians Abbott & Costello, the Three Stooges, The Marx Brothers, W.C. Fields and Lucille Ball live up the show along with action heroes Jackie Chan and Bruce Lee. Latino stars Cantinflas, Julio Iglesias, Christina Saregui, Gloria Estefan and Celia Cruz join the cast, as well as many other Hollywood celebrities including James Dean and the Olsen twins. Media contact: Jeanette Guire, Wax Museum at Fisherman's Wharf, (415)202-0416, jeanette@waxmuseum.com, www.waxmuseum.com. Public contact: Rodney Fong, Wax Museum at Fisherman's Wharf, (415) 202-0436, Rodney@waxmuseum.com, www.waxmuseum.com.



**FOUR SEASONS
RESORT AVIARA
EXPANDS
MEETING SPACE**

The Four Seasons Resort Aviara in Carlsbad completed its \$7 million catering space expansion in

December 2006. The expansion, which includes three social rooms and two outdoor terraces that feature stone fireplaces and a fountain laid with Spanish tiles, brings the resort's hotel function space to 77,000 square feet. The new space displays a California Spanish Colonial design with furniture pieces in shades of tan and coffee, and carpeting patterned after a traditional Spanish Colonial tile with warm tones of ochre, celadon, crimson, teal, and umber. The Four Seasons Resort Aviara can accommodate groups of up to 600. Media contact: Tony Pistillo, Four Seasons Resort Aviara, (760) 603-6848, tony.pistillo@fourseasons.com. Public contact: Four Seasons Resort Aviara, (760) 603-6800, www.fourseasons.com/aviara.

**GASLAMP QUARTER VIP SHOPPING
CARD NOW AVAILABLE**

San Diego's Gaslamp Quarter, Hilo Hattie Hawaiian store and local Gaslamp Quarter businesses have partnered to create the free Gaslamp VIP Shopping Card that is distributed to San Diego's cruise ship visitors each Tuesday. The Hilo Hattie shuttle picks up cruise passengers from 9:30 a.m. to 2:00 p.m. from the Broadway Pier cruise ship terminal and drives them to Hilo Hattie in the Gaslamp Quarter. Upon arrival at Hilo Hattie, visitors receive the Gaslamp VIP Shopping Card for discounts and special offers at Hilo Hattie and other shops and boutiques in the Gaslamp. The Gaslamp VIP Shopping Card is also a self-guided shopping tour of the Gaslamp. The Gaslamp has over 80 retail stores in a 16.5 block historic district featuring 96 historic buildings. The Gaslamp VIP Shopping Card is not restricted to cruise ship passengers and is available to the traveling public at Hilo Hattie throughout the year. Media contact: Dan Flores, Gaslamp Quarter Association, (619) 233-5227, dan@gaslamp.org. Public contact: Gaslamp Quarter Association, (619) 233-5227, info@gaslamp.org, www.gaslamp.org.

**SAN DIEGO HARBOR EXCURSION
OFFERS NATURE CRUISES**

During San Diego Harbor Excursion's new Nature Cruises, visitors sail into Mexican waters to explore Los Coronados Islands, located 14 miles south of Point Loma. This fully guided, 5 ½-hour tour takes up to 120 guests for an up-close look of kelp forests, dolphins, whales, sea lions, up to 80 varieties of sea birds and other marine life, and an elephant seal rookery. The cruise features indoor and outdoor seating and a full galley offering beverages and hot food made to order. The cruise sails Thursday—Sunday, from 10:15 a.m. to 3:45 p.m. Tickets are \$50 for adults, \$40 for children aged 4–12, and \$45 for seniors and members of the military. Media contact: Marla Durham, San Diego Harbor Excursion, (619) 522-6164, marla@sdhe.com. Public contact: San Diego Harbor Excursion, (619) 234-4111, www.sdhe.com.

**SAN DIEGO MUSEUM OF MAN
EXPLORES HOLY LAND**

The San Diego Museum of Man is joining forces with the Israel Museum, a renowned facility dedicated to art and archaeology, and the National Geographic Society for the exhibit "Journey to the Copper Age: Pre-Biblical Archaeology in the Holy Land." Opening June 16, 2007, "Journey to the Copper Age" will examine an extraordinary time in human history as seen in the Holy Land, an area today known as Israel and Jordan. The exhibit will look at how metal production, improved agricultural technology, domesticated animals, and the development of cemeteries and temples in the Holy Land contributed to the emergence of new social groups in the region. The show will include 50 original artifacts that have never been out of Israel, such as effigy figures, grinding slabs and copper weapons, and full color photographs by National Geographic photographer Kenneth Garrett. Media contact: Sydnie Moore, PR consultant, (619)283-8896, moore2com@aol.com. Public contact: San Diego Museum of Man, (619) 239-2001, www.museumofman.org.

SAN DIEGO NATURAL HISTORY MUSEUM

The San Diego Natural History Museum (SDNHM) welcomes a new permanent exhibition, "Fossil Mysteries." From dinosaurs to mammoths, discover the rich 75-million-year fossil history of Southern California and the Baja California, Mexico peninsula. In this major exhibition created by SDNHM, visitors can play the role of paleontologist: ponder a mystery, examine the strong fossil evidence from the Museum's collection, and use scientific tools to discover answers. From June 29 through December 31, 2007, the largest, most comprehensive exhibition of the Dead Sea Scrolls ever assembled will be on display. Created and assembled by the SDNHM, the exhibition includes authentic Dead Sea Scrolls, ancient illuminated manuscripts, artifacts, landscape and aerial photography, and interactive displays about science, discovery, and exploration. The Dead Sea Scrolls, objects of great mystery, intrigue and significance, are widely acknowledged to be among the greatest archaeological treasures ever discovered. Tickets for "Dead Sea Scrolls" are not included in regular Museum admission. Media contact: Jessica Holmes Chatigny, San Diego Natural History Museum, (619) 255-0241,

jchatigny@sdnhm.org, www.sdnhm.org.
Public contact: San Diego Natural History Museum, (619) 232-3821, admissions@sdnhm.org, www.sdnhm.org.

SAN DIEGO ZOO'S WILD ANIMAL PARK ADDS THREE PROGRAMS

The San Diego Zoo's Wild Animal Park has introduced three new visitor experiences in time for summer. The Journey Into Africa tour replaces the historic Wgasa Bush Line Railway tour after more than 30 years in service. In Journey Into Africa, visitors will ride the open-air African Express vehicle around the perimeter of expansive African field enclosures totaling 213 acres. The Africa Express runs on bio-diesel fuel. The new experience will bring riders eye-level with animals, such as white rhinoceros, Cape buffalo, giraffe, and African crowned cranes. Also, two new live production shows are entertaining visitors in Nairobi Village. In Animal Trackers, two adventurers set out to explore Africa, only to find animals stowed away in their crates of equipment. The show is full of comedy and calamity as animals from around the world appear on stage and in the audience. At the Tembo Stadium, Experience Africa enlists guests into its ranks as African tribesman and their animal puppets try to end a drought. Audience members may be recruited to become part of the onstage orchestra while kids perform a ceremonial rain dance. Media contact: Yadira Galindo, Zoological Society of San Diego, (619) 685-3291, ygalindo@sandiegozoo.org. Public contact: San Diego Zoo's Wild Animal Park, (760) 747-8702, www.wildanimalpark.org.



BRIDGE HOUSE BED & BREAKFAST OPENS IN REDDING
Redding's newest B&B, Bridge House Bed & Breakfast, is

located in Historic Downtown Redding with views of the Sacramento River. The four-room inn is a quaint 1930's style cottage with individually decorated guestrooms and a fitness room with a treadmill and Bow Flex free weight system. Each guestroom is named for a historical bridge in Redding, and features free wireless Internet access, cable TV, and an iHome system for iPods. Rooms

are priced from \$95 per night. Media contact: Karen Whitaker, Shasta Cascade Wonderland Association, (530) 365-7500, karen@shastacascade.org, www.shastacascade.org. Public contact: Janelle Pierson, Bridge House Bed & Breakfast, (530) 247-7177, www.reddingbridgehouse.com.

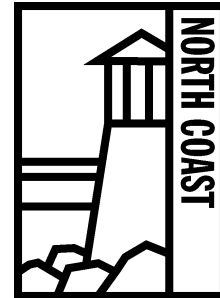
NEW TRAIL BROCHURE HIGHLIGHTS EXTENDED KESWICK TRAIL

Whether you're in the mood for a leisurely stroll in the fresh mountain air, or a quick trot on horseback, the new and improved Sacramento River Rail-Trail has something for everyone. The Bureau of Land Management's new free trail brochure follows the course of Keswick Reservoir and the old rail line in Shasta County, and the Sacramento River Trail that will soon connect Redding to Shasta Dam. The nine-mile, nearly flat, dirt and gravel rail-trail is open year-round to hikers, joggers, horseback riders, and bicyclists. Dogs on a leash are welcome, and free parking is available at all trailheads. Media contact: Karen Whitaker, Shasta Cascade Wonderland Association, (530) 365-7500, karen@shastacascade.org, www.shastacascade.org. Public contact: Bill Kuntz, Bureau of Land Management—Redding Field Office, (530) 224-2100, www.ca.blm.gov/redding.

TURTLE BAY EXPLORATION PARK UNVEILS SUMMER EXHIBITS

Summer takes flight at Turtle Bay Exploration Park in Redding with a new seasonal exhibition, Wings of Summer: Birds and Butterflies. The exhibition includes a 1,110-square foot walk-in aviary with hundreds of colorful, exotic birds, including three varieties of Australian birds: Eastern rosellas, grass parakeets and cockatiels. Wings of Summer is an interactive aviary that will allow visitors to feed and touch the birds. The popular Butterfly! exhibit returns for a ninth season to enchant visitors in the beautiful butterfly garden featuring thousands of live butterflies. The aviary and butterfly garden open May 1, 2007. In Turtle Bay's McConnell Arboretum & Gardens, Rock Penjing, is an elegant Chinese intersection of art, nature and horticulture. These miniature masterpieces capture that country's soaring mountains and unique greenery. Rock Penjing will be on display in the Arboretum's Pacific Rim Garden

from May 18–October 21, 2007. Media contact: Angela Torretta, Turtle Bay Exploration Park, (530) 242-3143, atorretta@turtlebay.org, www.turtlebay.org. Public contact: Turtle Bay Exploration Park, (800) 887-8532, (530) 243-8850, info@turtlebay.org, www.turtlebay.org.



HISTORIC BRANNAN COTTAGE INN COMPLETES PHASE I RENOVATION

The Brannan Cottage Inn in Calistoga, at the top of the Napa Valley, completed

Phase I of its two phase renovation project in December 2006. Phase I included a new roof for the entire facility, replacement of the wrap-around porch, and installation of fireplaces and skylights in five guest rooms. Brannan Cottage Inn's main building was originally constructed in 1860 as part of Sam Brannan's Calistoga Hot Springs Resort. The property was converted into a B&B in 1985 after a major restoration project earned the property recognition on the National Register of Historic Places. Phase II of the B&Bs renovation will begin in November 2007. Media and public contact: Doug Cook, Brannan Cottage Inn, (707) 942-4200, brannancottageinn@sbcglobal.net, www.brannancottageinn.com.

JACUZZI WINERY OPENING IN SONOMA VALLEY

The Jacuzzi Family Vineyards' Jacuzzi Winery is scheduled to open by June 2007 in the Carneros region south of Sonoma Valley. The new 18,000-square foot, rustic-Italian stone structure is inspired by the Jacuzzi family home in Udine, Italy and honors the family of Italian immigrants who came to America in the early 1900s. The winery sits on 190 acres in the Sonoma-Carneros appellation; Jacuzzi Family Vineyards also owns seven vineyard ranches in the Sonoma Coast appellation, making it one of the largest wine growers in the region. Grapes are grown organically without pesticides, petroleum-based fertilizers or herbicides. Media contacts: Tim Zahner or Keri Hanson, Sonoma County Tourism Bureau, (707) 522-5810,

tzahner@sonomacounty.com, or khanson@sonomacounty.com. Public contact: Jacuzzi Family Vineyards, (707) 940-4031, www.jacuzziwines.com.

KUNDE WINERY OFFERS FREE VINEYARD TOURS

Kunde Winery in Kenwood is offering visitors insight into its progressive sustainable winegrowing practice with its new Sustainable Winegrowing Hikes and Green Eco-Tours program. The guided Sustainable Winegrowing Hikes are free and wind through the winery's 1,850-acre vineyard of distinct ecosystems that each contribute to the sustainable winegrowing process. The moderately strenuous hike is approximately four hours. Sustainable Winegrowing Hikes are scheduled for May 12, June 9, July 14, August 11, September 8, October 13, November 10, and December 8, 2007. Reservations are not required. Kunde's Green Eco-Tours include lunch with fourth generation winemaker Jeff Kunde, tastings, and a four-mile guided, educational hike through the vineyard. Kunde's Green Eco-Tours are \$75 per person, reservations required. Green Eco-Tours are scheduled for May 5, June 2, August 25, and October 20, 2007. Media contacts: Tim Zahner or Keri Hanson, Sonoma County Tourism Bureau, (707) 522-5810, tzahner@sonomacounty.com, or khanson@sonomacounty.com. Public contact: Kunde Estate Hospitality Department, (707) 833-5501, x331, www.kunde.com.

TOUR SONOMA COUNTY LAVENDER AND HONEY FARM

The Lavender Bee Farm in Petaluma will be offering guided tours of the three-acre farm this summer. The guided tour includes a stroll among the farm's 5,000 lavender plants, tips and suggestions for growing lavender, bee keeping demonstrations at the bee observation hive, honey tasting and lavender tea and lemonade. Lavender Bee Farm lavender is grown without chemical fertilizers or pesticides. Tours are \$5 per person. Visitors can also visit the farm's gift shop for honey and lavender products such as culinary lavender, essential oils, beeswax soap, and home accessories. Media contacts: Tim Zahner or Keri Hanson, Sonoma County Tourism Bureau, (707) 522-5810, tzahner@sonomacounty.com, or

khanson@sonomacounty.com. Public contact: Lavender Bee Farm, (707) 789-0554, lavenderbeefarm@sbcglobal.net, www.lavenderbeefarm.com.

MARIN SHAKESPEARE COMPANY PRESENTS 2007 SEASON

The award-winning Marin Shakespeare Company will present its 2007 season from July 6 through September 29, 2007. The outdoor festival features three plays presented under the stars at Dominican University of California's Forest Meadows Amphitheatre in San Rafael, California. The 2007 season features "The Complete Works of William Shakespeare (Abridged)" directed by Robert Currier and starring Marin Shakespeare Company favorite Darren Bridgett. Opening in August will be "Henry IV, Part 1" and "Henry IV, Part 2" in repertory, directed by Robert Currier and Rob Clare. The Bay Area's own Jarion Monroe will be featured in the title role. Following a national search, MSC is proud to introduce Stephen Reynolds of Los Angeles as Falstaff and Grant Goodman of New York as Prince Hal. Guest Director Rob Clare is currently a text consultant with the Royal Shakespeare Company. Marin Shakespeare Company offers Family Day matinees, senior discounts, "Pay What You Will," and student matinee performances, as well as free pre-show conversations. Media contact: Kim Taylor, Publicist, KimTaylorpr@aol.com, (415) 897-7772. Public contact: Marin Shakespeare Company, (415) 499-4488, www.marinshakespeare.org.

RENOVATIONS COMPLETE AT MELITTA STATION INN B&B

The Melitta Station Inn Bed & Breakfast in Santa Rosa will open its new luxury Creekside Suite in April 2007. The king-size suite was designed to be wheelchair accessible and features a double-door entryway and five-foot shower stall. The spacious suite also features a lounge and mini-kitchen. Other renovations at the B&B include a spa facility with a 40-jet hot tub and on-site massage services; an exercise area and a 400-square foot meeting facility for small groups. Wireless Internet connection is available. The Melitta Station Inn B&B offers luxury English country cottage hospitality and gourmet breakfasts. Media contacts: Tim Zahner or Keri Hanson, Sonoma

County Tourism Bureau, (707) 522-5810, tzahner@sonomacounty.com, or khanson@sonomacounty.com. Public contact: Melitta Stations Inn B&B, (800) 504-3099 or (707) 538-7712, info@melittastationinn.com, www.melittastationinn.com.



COURTYARD BY MARRIOTT OPENS IN MERCED

Marriott International, Inc. is scheduled to open the 90-room Courtyard by

Marriott Merced in May 2007. Courtyard by Marriott is located less than one mile from downtown, and near the Merced Municipal Airport, Mercy Medical Center Merced, Castle Air Museum, and the University of California Merced. Rates begin at \$139 per night weekday and \$99 weekend. Courtyard by Marriott will feature a business library with high-speed data ports and ergonomic chairs; a pantry-style, 24-hour food and beverage area called The Market; and a lounge area where guests can work, meet and dine in a relaxing setting. The three-story hotel will also offer 660 square feet of meeting space to accommodate small meetings and functions of up to 50 people, Courtyard Cafe restaurant serving breakfast, an indoor swimming pool with whirlpool spa, exercise room, guest laundry, and manager's reception Tuesday and Wednesday evenings. Media and public contact: Sean Williams, Courtyard by Marriott—Merced, (209) 725-1221, cy.mcccygm@marriott.com, www.marriott.com.

EXPRESSJET AIRLINES OFFERS SERVICE FROM FRESNO

ExpressJet Airlines is now offering non-stop service from Fresno Yosemite International Airport to LA/Ontario and San Diego. With its entrance into the Fresno market, ExpressJet is investing more than \$400,000 in airport facilities and equipment. ExpressJet's fleet of 50-seat Embraer ERJ-145 aircraft is configured with no middle seat, assigning every ExpressJet passenger a seat on the aisle, window, or both. ExpressJet also offers valet carry-on bag service, free XM® Satellite radio, and complimentary recognized

name-brand snacks with full-service meal options on longer flights. Media contact: Kristy Nicholas, ExpressJet Airlines, (832) 353-3333, expressjet.press@expressjet.com, www.xjet.com. Public contact: ExpressJet Airlines, (888) 958-9538 or (832) 353-3333, www.xjet.com.

FARM TOURS IN FRESNO COUNTY

Four innovative farmwomen in eastern Fresno County have joined together to offer delicious agriculture adventures for groups and individuals. Gayle Willems from River Valley Berry Farms, Silva Esajian from Luke's Almond Acres, Rosemary Nightingale from the Squaw Valley Herb Gardens and Lavone Sawatzky from Wiebe Farms will offer farm tours every Saturday in June filled with homegrown hospitality, education, country fun, and tasty treats, including lunch in a beautiful, historic barn. Variations of this tour will operate year-round showcasing seasonal specialties of California's Central Valley. Tours can be customized to fit group needs. Media and public contact: Rosemary Nightingale, Squaw Valley Herb Gardens, (800) 579-8043 or (559) 332-2909, rosemary@squawvalleyherbgardens.com, www.squawvalleyherbgardens.com.

HAMPTON INN AND SUITES OPENS IN WOODLAND

Visitors to Yolo County now have a new hotel to choose from when making their vacation plans. The new Hampton Inn and Suites in Woodland is located off Interstate 5, minutes from Sacramento International Airport and historic downtown Woodland. The hotel offers 71 rooms and 32 suites, a conference room for up to 75 people, heated outdoor swimming pool, exercise facility, complimentary breakfast, complimentary USA Today newspaper, 24-hour business center and a 24-hour gift/newsstand. Media contact: Yvette Mulholland, Yolo County Visitors Bureau, (877) 713-2847 or (530) 297-1900, media@yolocvb.org, www.yolocvb.org. Public contact: Tiffany Dozier, Yolo County Visitors Bureau, (877) 713-2847, (530) 297-1900, info@yolocvb.org, www.yolocvb.org.

STINGRAY BAY: A TOUCHING EXPERIENCE AT FRESNO CHAFFEE ZOO

Just in time for a hot summer, a cool new seasonal exhibit is running through Labor Day 2007 at Fresno Chaffee Zoo. Stingray Bay: A Touching Experience houses more than a dozen rays, including cownose rays (*Rhinoptera bonasus*) and southern stingrays (*Dasyatis americana*) found in the Atlantic Ocean. Visitors to Stingray Bay will be able to touch and feed the rays as the animals swim in a specially constructed 14,500-gallon saltwater pool. Zoo staff and volunteers will be present at the exhibit to enhance the learning experience about these mild-tempered creatures that pose no threat to visitors. Fresno Chaffee Zoo is open daily from 9 a.m. to 4 p.m. General admission is \$7 for adults, and \$3.50 for children ages 2-11 and senior citizens age 62 or older. Admission is free to children under age 2 and Fresno Chaffee Zoo members. Admission to Stingray Bay is an additional \$1 for non-members, and the cost to feed the rays is \$1. Media contact: Patty Peters, Fresno Chaffee Zoo, (559) 498-5936, ppeters@fresnochaffeezoo.com, www.fresnochaffeezoo.com. Public contact: Fresno Chaffee Zoo, (559) 498-5910, www.fresnochaffeezoo.com.



SIERRA SAM'S GOLD RUSH ADVENTURE EXPLORES GOLD COUNTRY

A new San Francisco tour company is offering a unique excursion to Gold Rush-era sites and landmarks. Old Town Sacramento, the State Capitol

Museum in Sacramento, and the historic town of Coloma located in the foothills of the Sierra Nevada Mountains where gold was discovered in 1848 are highlighted stops on the Gold Rush Tour. Guided by "Sierra Sam," the adventure begins in San Francisco with a maximum of 12 guests per tour and includes a continental breakfast, a movie on the Gold Rush and time for gold panning and shopping at various locations. The cost for the tour is \$139/adult and \$135/children under 13 and includes transportation, an adventure guide, all park and museum fees and lunch in Sacramento. Tours are approximately nine hours and leave San Francisco between 8:00 a.m. and 9:00 a.m. Media contact: Tom Lipke,

Sam's Gold Rush Adventure Tours, (925) 202-2222, tomlipke@hotmail.com. Public contact: Sierra Sam's Gold Rush Adventure Tours, (415) 677-2222, www.goldrushadventure.com.

CAL EXPO WATER PARK RECEIVES EXTREME MAKEOVER

Raging Waters Sacramento, formerly known as Waterworld USA, is scheduled to reopen in May 2007 after a multi-million dollar investment in park improvements and new attractions. The park's newest water thrill ride, Dragon's Den, will drop adventure seekers at heart-pounding speeds for nearly five stories while spiraling through enclosed tunnels into a narrow crevice that finally shoots the two-person raft into a clear pool of water. Other capital improvements include resurfacing the water slides for a smoother and faster ride, new bathrooms and changing facilities, and improved systems to ensure excellent water quality throughout the park. The park features more than 25 exhilarating water attractions like Cannonball Falls and Hurricane, breath-taking slides including Cliffhanger Speed Slides, pools and activities for children and adults. Park goers in the mood for more chill than thrills can cool out in the tranquil waters of the Calypso Cooler Lazy River or play in Hooks Lagoon, a 5-story water kingdom with water slides, secret tubes and hundreds of water activities. Raging Water Sacramento, located at the Cal Expo Fairgrounds, is open from mid-May to mid-September. Media contacts: Cain Galletta, Ink Foundry PR, (323) 931-7600, x201, carin@inkfoundry.com or Jennifer Petro, Ink Foundry PR, (323) 931-7600, x204, jennifer@inkfoundry.com. Public contact: Raging Waters Sacramento, (916) 924-3747, www.rwsac.com.

SIERRA NEVADA LOGGING MUSEUM EXPLORES LUMBERING LEGACY

The Sierra Nevada Logging Museum in Calaveras County tells the fascinating story of logging and related industries from the time when gold was discovered in 1848 in California to the present day. The geographic scope of the Museum includes the 18 counties that comprise the Sierra Nevada mountain range, from Lassen County in the North to Kern County in the South. Museum exhibits highlight economic, technological, social, and cultural contributions made throughout

the region by logging and related industries. Interior displays include photos of historic logging, dioramas illustrating the evolution of logging, and a large collection of logging tools such as handsaws, drag saws and chainsaws, peevs and canthooks, broadaxes and felling axes. Outside, visitors will find interpretive trails that lead to impressive historic artifacts including a steam donkey engine that first operated in nearby Tuolumne County, a "two-man" sawmill, several enormous logging arches, and a Caterpillar tractor from the 1930s. Other trails link the Museum site with the nearby Stanislaus National Forest. The Museum is located in the community of White Pines, near the town of Arnold on State Highway 4. Media contact: Anna Davies, Calaveras Visitors Bureau, (209) 736-0049 or (800) 225-3764, info@gocalaveras.com, www.GoCalaveras.com. Public contact: Sierra Nevada Logging Museum, (209) 795-6782 or (209) 728-1407, www.sierraloggingmuseum.org.



MULTI-MILLION DOLLAR RENOVATION AT EMBASSY SUITES LAKE TAHOE

Embassy Suites Lake Tahoe Hotel & Ski Resort has undergone multi-million dollar renovations. The

property now has 10,000 square-feet of flexible meeting space, 2,500 square feet of which is new. Each bedroom in this 400-room, all-suite hotel has been luxuriously redecorated with the highest thread count linens and bedding packages, including mattress-top padding and by the end of 2007 all suites will have new mattresses. A new card key system has been installed to enhance safety and convenience for guests along with a heat-censored, infrared reader thermostat in all rooms to stabilize comfort and to encourage energy efficient practices. An elegant 4,212 square foot grand ballroom that can accommodate up to 440 guests joins the rejuvenated meeting facilities. Media contact: Jennifer Boyd, Weidinger Public Relations, (775) 588-2412, jennifer@weidingerpr.com. Public contact: Bill Cottrill, Embassy Suites Lake Tahoe Hotel & Ski Resort, (530) 544-5400, bill@embassytahoe.com, www.embassytahoe.com.

NEW SHUTTLE SERVICE OFFERED IN SEQUOIA NATIONAL PARK

Starting May 26, 2007 a new shuttle service will be offered in the Giant Forest area of Sequoia National Park. The park's Giant Forest is home to the world's largest tree, General Sherman Tree. Visitors will be able to ride the shuttle at no cost inside the park to see the spectacular General Sherman Tree, and many other attractions of Sequoia National Park. The shuttle will operate daily from Memorial Day weekend through Labor Day. Routes and service times are available online at www.nps.gov/seki. The City of Visalia is planning to connect with the Giant Forest shuttle with a shuttle service from various pickup points in Visalia. Media contact: Alexandra Picavet, Sequoia and Kings Canyon National Parks, (559) 713-4317, Alexandra.Picavet@nps.gov, www.nps.gov/seki. Public contact: Sequoia and Kings Canyon National Parks, (559) 565-3341, www.nps.gov/seki.

NORTHSTAR-AT-TAHOE MOUNTAIN BIKE PARK REOPENS

After a one year hiatus, Northstar-at-Tahoe Resort's mountain bike park, the largest in Northern California, will reopen on June 29, 2007 offering five new trail segments, two new trails, increased lift access with the addition of the Tahoe Zephyr Express, a new jump park, skills development areas, and LiveWire, the resort's first signature trail. LiveWire will be fully irrigated, at least 6 feet wide, and contain numerous tabletop jumps and berms. In the new skills development areas, less experienced riders will get started on log rides and other features that are lower to the ground. A new jump park will round out the experience. Northstar-at-Tahoe offers more than 100 miles of mountain bike trails via chairlift access for intermediate to advanced riders. Media contact: Jessica VanPernis, Northstar-at-Tahoe Resort, (530) 562-3866, jvanpernis@boothcreek.com, www.NorthstarAtTahoe.com. Public contact: Northstar-at-Tahoe Resort, (800) GO-NORTH (800-466-6784) or (530) 562-1010, www.NorthstarAtTahoe.com.

SEQUOIA HIGH SIERRA CAMP OFFERS DELUXE CAMPING

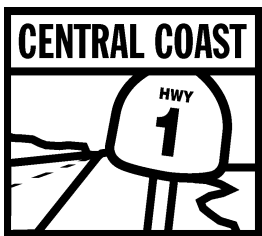
Outdoor enthusiasts who enjoy the idea of a wilderness camping experience, but prefer deluxe comforts such as steaming hot showers, gourmet cuisine, plush linens and feather-top beds are the target demographic for California's newest high country retreat. Located in the secluded backcountry of Sequoia National Forest, the Sequoia High Sierra Camp will open for its first official full season of operation from June 15–October 7, 2007. Set amid lush Red Fir and Lodgepole Pines at an elevation of 8,200 feet, Sequoia High Sierra Camp consists of 36 spacious canvas bungalows with upscale amenities. A professional executive chef will prepare three delicious meals a day made with fresh seasonal ingredients. For recreation, guests can enjoy on a multitude of scenic day hikes, or practice their cast in nearby creeks and mountain lakes. Sequoia High Sierra Camp is accessed by foot. Guests have the option of driving their vehicle to a trailhead and hiking an easy 1 mile to Camp, or hiking the full distance of 12 miles along a well-marked backcountry trail. Rates are \$250 per person, per night, and include accommodations and three daily meals. Media contact: Catherine Boire, CB Public Relations, (707) 255-5997, cboirepr@aol.com. Public contact: Sequoia High Sierra Camp, (901) 292-2640 or (866) 654-2877, info@sequoiahighsierracamp.com, www.sequoiahighsierracamp.com.

TAHOE WEB SITES HELPS TRAVEL PLANNERS

Vacation planners fine-tuning their Tahoe itinerary will find a wealth of information on two convenient Web sites: www.Tahoe360.com and www.BlueLakeTahoe.com. The new Tahoe360 features interactive maps, web cams, ski reports, trails, destinations, businesses, and restaurants with endless search capabilities. BlueLakeTahoe.com offers extensive listings of summer activities and places to visit all year long around South Shore Lake Tahoe. Media contact: Margaret Skillicorn, Weidinger Public Relations, (775) 588-8171, margaret@weidingerpr.com. Public contact: Bill Smaine, Tahoe360, (530) 573-0828, bill@tahoe360.com, www.tahoe360.com.

MOUNTAIN BIKE GEO-CACHING OFFERED AT TENAYA LODGE AT YOSEMITE

Tenaya Lodge at Yosemite, one of the first resorts to introduce geo-caching adventures, is offering a new geocaching program for mountain bikers. Using a GPS unit, riders search for hidden treasure in the Sierra National Forest surrounding the hotel. The caches are located along trails that wind through towering trees, creeks and mountain meadows. Tenaya Lodge is located just two miles from the southern entrance to Yosemite National Park, just a few minutes from the big trees of the Mariposa Grove. Tenaya's Geocaching Mountain Biking program will be offered through November 20, 2007 and is priced from \$229 person and includes two full-day mountain bike rentals, a GPS unit for two people to share on the geocaching trail, and a deluxe guestroom for two. Media contact: The Fontayne Group, (800) 841-0850 or (310) 821-4678, tenaya@fontayne.com. Public contact: Tenaya Lodge at Yosemite, (877) 322-5492 or (559) 253-2005, www.tenayalodge.com.



ASILOMAR CONFERENCE GROUNDS COMPLETES RENOVATION

Asilomar Conference Grounds, home to the world's

largest collection of Julia Morgan-designed Arts & Crafts architecture, has completed a \$1.2 million renovation to Morgan's Grace H. Dodge Chapel Auditorium. A team of architectural, environmental and historic building specialists collaborated on the project, guided by original structural drawings borrowed from the engineering library at California Polytechnic State University, San Luis Obispo. Julia Morgan, California's first licensed female architect and designer of Hearst Castle, created Asilomar's original 15 structures between 1913 and 1928. The 196-seat, Craftsman-style Grace H. Dodge Chapel Auditorium is listed on the National Register of Historic Places. The Grace H. Dodge Chapel Auditorium work is part of a multi-year, multi-million dollar historic renovation plan at Asilomar Conference Grounds. The Asilomar complex comprises 28 lodge buildings set on 103 acres of natural forest,

sand dunes and coastline on the tip of the Monterey Peninsula. The 314 guestrooms range from the original cozy cabin-like structures to contemporary rooms that may include fireplaces, private balcony or patio. All rooms feature private baths and scenic forest or ocean views. Accommodations are priced from \$133 per night, double occupancy, and include full breakfast. Media contact: Catherine Boire, CB Public Relations, (707) 255-5997, CBoirepr@aol.com. Public contact: Asilomar Conference Grounds, (888) 733-9005 or (831) 642-4242, www.visitasilomar.com.

DOWNTOWN PASO ROBLES WELCOMES NEW LUXURY HOTEL

Paso Robles welcomes a new downtown luxury property with the opening of Hotel Cheval in April 2007. Each of the hotel's 16 guestrooms features a California King bed with 400 thread-count sheets, down comforters and pillows; entertainment system with 37-inch LCD flat-screen TV and cable, DVD/CD players, and complimentary Internet access via WI-FI and in-room Ethernet connection. Hotel Cheval offers three guestroom categories—Classic, Deluxe and Luxury—with nightly rates ranging from an introductory \$195 weekday price to \$425 on weekends. In keeping with an equestrian theme, "cheval" is French for horse, the guestrooms are named after famous racehorses throughout history. Cozy windows seats, fireplaces, outdoor patios, fountains and European artifacts complement original artwork throughout the property. Guests can unwind in front of the fireplaces in the courtyard, curl up with a book in the library or enjoy a glass of wine in the Pony Club, the Parisian inspired horseshoe-shaped zinc bar. Complimentary carriage rides are offered on Friday and Saturday evenings with Chester, Hotel Cheval's Belgian draft horse. Media contact: Keelin Czelcz, Burditch Marketing Communications, (323) 932-6262, keelin@burditchmc.com, or Brian Garrido, (323) 932-6262, briang@burditchmc.com, www.burditchmc.com. Public contact: Judy Hudson, Hotel Cheval, (805) 226-9995, info@hotelcheval.com, www.hotelcheval.com.

NEW SPA SCHEDULED TO OPEN AT MADONNA INN

The Madonna Inn in San Luis Obispo is scheduled to open its new Madonna Spring & Spa by mid-summer. The spa project will feature a 90-foot long European-style pool designed in a configuration that allows for 50-foot lap swimming, and includes a 30-foot beach-style entry. Nestled against the hillside is a 25-foot cascading waterfall that flows into an enchanting lagoon below. Guests will be able to stroll through the pool area, walk across bridges and rock paths to a gazebo that cantilevers out over the lagoon, offering beautiful views of the city. Jetted spas will be designed in the Madonna Inn's signature rock facade providing a relaxing oasis for guests. Highlights of the spa are several treatment rooms, including two rooms for couples; a fitness room with the latest exercise equipment; and classes for private and group Gyrotonics, Pilates and Yoga in the "Energy Room." Media contact: Susie Kelly, (805) 543-3000, Susie@madonnainn.com. Public contact: Madonna Inn, (805) 543-3000, www.madonnainn.com.

WILD ABOUT OTTERS DEBUTS AT MONTEREY BAY AQUARIUM

Explore the fascinating world of otters at the new "Wild About Otters" exhibit at Monterey Bay Aquarium. The \$3.6 million exhibition includes five galleries and an intriguing array of live exhibits and interactive displays that feature resident California sea otters and 10 freshwater otters. The freshwater otters include six African spotted-necked otters and four Asian small-clawed otters in exhibits that represent the animals' native lake and river habitats. The Monterey Bay Aquarium is only one of five accredited aquariums and zoos in the United States to exhibit African spotted-necked otters. Interactive graphic panels tell the otters' personal stories through the use of caretaker's journals, still images, video clips, and other displays. Conservation messages about how lakes, rivers and oceans are interconnected are delivered in video clips that feature actor John Cleese. One colorful hands-on gallery introduces visitors to all 13 species of otters found throughout the world, from the giant otters of South America to North American river otters. "Wild About Otters" is scheduled to run into 2010. Media contact: Ken Peterson, Monterey Bay Aquarium, (831) 648-4922; kpeterson@mbayaq.org.

www.montereybayaquarium.org. Public contact: Monterey County Convention & Visitors Bureau, (831) 657-6400, info@mccvb.org, www.montereyinfo.org or www.montereybayaquarium.org.

PCPA THEATERFEST PRESENTS SUMMER SEASON

PCPA Theaterfest's summer 2007 schedule features a variety of productions ranging from bold contemporary works to an imaginative interpretation of a classic to rousing stagings of popular musicals. A nationally recognized resident theatre company, PCPA performs its summer season in two theatres on the campus of Allan Hancock College in Santa Maria, and under the stars at the glorious open-air Solvang Festival Theater. The summer opens with the award-winning Stephen Sondheim musical "Company in Concert" (June 14–July 15), which plays in rotating repertory with Oscar Wilde's irresistible farce "The Importance of Being Earnest" (June 22–July 14) in Solvang. Cole Porter's classic musical comedy "Kiss Me, Kate" (July 5–August 12) will play in Santa Maria and Solvang. A special limited engagement, the Central Coast premiere of Nicola McCartney's "Lifeboat" (July 19–28) will be performed in Santa Maria only. The season continues with Tom Stoppard's Tony Award-winning Best Play "The Real Thing" (August 2–September 14) and closes with the acclaimed musical satire "Urinetown the Musical" (August 17–September 23). "The Real Thing" and "Urinetown" will play in repertory during their Solvang engagement. Media contact: Michael French, PCPA Theaterfest, (805) 928-7731, x 4100, publicity@pcpa.org. Public contact: PCPA Theaterfest, (805) 922-8313, www.pcpa.org.

SANTA MARIA VALLEY DISCOVERY MUSEUM DEBUTS NEW EXHIBITS

The Santa Maria Valley Discovery Museum for children recently completed its new interactive exhibit, Trouble in the Tar Pits. The exhibit is hosted by Leander an extinct American lion who keeps kids on track with fun games and brain teasers. In Pit 21, fossils can be recovered, identified and deposited in a crate for scientific research. An interactive floor mat developed specifically for the Discovery Museum by Animocations provides the researcher the opportunity to learn about the tar pits

and associated animals. The museum is also celebrating another intriguing exhibit, Poop Deck! Part of a larger environmental exhibit funded by the Coastal Resource Enhancement Fund, Poop Deck! helps birding enthusiasts learn to name and identify local coastal and pelagic birds, understand their diet and match bird 'splay,' or bird poop, to the correct bird. Color, shape, and consistency all relate to identifying the bird, his diet and health. There's more description and detail than even the average 8 year old can imagine related to bird dejecta. The museum is located in Santa Maria and is open Monday–Saturday. Media and public contact: Santa Maria Valley Discovery Museum, (805) 928-8414, www.smvdiscoverymuseum.org.

NEW WILDERNESS EXHIBITION AT WILDLING ART MUSEUM

Based on the Wilderness River Expedition into the Boreal Forest, North America's largest uninterrupted forest, the Wildling Art Museum in Los Olivos this summer will exhibit "Visions of the Boreal Forest: Artists Deep in the Northern Wilderness" from June 27–September 9. The Wildling is the first museum in the country to host a preview of the full exhibition scheduled to open at the Smithsonian Institution in Washington D.C. in 2008. The exhibition will feature paintings, sketches, photographs, and information designed to raise awareness of the threats to this unique wilderness area. The group of artists, scientists, writers, and conservationists represented in the exhibition traveled by canoe in September 2006 for an 18-day, 140-mile river journey for inspiration. Admission is free to Museum members and children; a \$2 suggested donation is requested from all others. Media contact: Holly Cline, Wildling Art Museum, (805) 688-1082, holly@wildlingmuseum.org, www.wildlingmuseum.org. Public contact: Holly Cline, Wildling Art Museum, (805) 688-1082, info@wildlingmuseum.org, www.wildlingmuseum.org.

WOOLWORTH MUSEUM OPENS IN OXNARD

Remember America's original five and dime stores when Woolworth's was a household name? Oxnard has restored the memories of the past with a new museum—the only one of its kind in the world—to preserve Woolworth memorabilia. The Woolworth Museum, located in the original Woolworth Building in downtown Oxnard, is filled with information on previous employees, old products, menus, historical items, photographs, books, lunch counter items and much more. There is also a section of working, original old vending machines from the 1950s, and electromechanical games that still operate. The museum also houses a lunch counter deli called the Exper-Mental Café, which celebrates the past with its "The Jetsons" architectural style. Media contact: Janis Flippen, Janis Flippen Public Relations, (805) 389-9495, jflippenpr@adelphia.net. Public contact: Oxnard Convention & Visitors Bureau, (805) 385-7545; info@visitoxnard.com; www.visitoxnard.com.

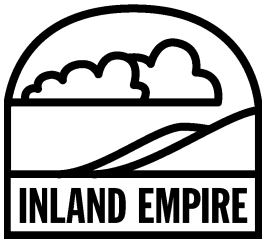


HOLIDAY INN PALM SPRINGS TO OPEN IN AUGUST

The Holiday Inn Palm Springs—City Center hotel is scheduled to open in August 2007.

Located only

five minutes from the Palm Springs International Airport and downtown Palm Springs, the hotel will feature 249 all-nonsmoking guest rooms and suites with either a patio or balcony overlooking the lush courtyard pool area or the beautiful San Jacinto Mountains. Facilities and services will include over 8,000 square feet of meeting and event space, full catering staff, convention services, a restaurant, lounge and bar, patio dining, cabana bar, Olympic-size swimming pool with two-heated whirlpools, Dive-In movies, fitness facility, complimentary airport and downtown shuttle, and pet-friendly accommodations. Priority Club Rewards benefits available to members. Media and public contact: Barbara Lyons, Holiday Inn Palm Springs—City Center, (760) 323-1711, blyons@hipalmsprings.com, www.holidayinn.com.



BIG BEAR OFFERS TRAVEL INSURANCE

The Big Bear Lake Resort Association (BBLRA) is now offering

travel insurance that provides protection for guests who need to cancel or interrupt their trip due to unforeseen circumstances. The plan covers cancellations and interruptions due to an accident, injury, illness or death before or during the trip. The insurance covers out-of-pocket costs for prepaid non-refundable vacation costs, deposits and cancellation fees. Also, the insurance provides coverage for lost, stolen or damaged sporting equipment, non-refundable lift tickets, lessons and rentals. Other benefits include roadside assistance, vehicle return, emergency medical transportation and 24-hour travel assistance. Travel insurance is available to all guests who book lodging through BBLRA's central reservations system online or by phone. The insurance cost is 6.5 percent of the total amount of the reservation, and is automatically included. Travel planners may accept or decline the insurance at the time of the booking. Media contact: Dan McKernan, Big Bear Lake Resort Association, (909) 866-6190, x235, dmckernan@bigbear.com. Public contact: Big Bear Lake Resort Association, (800) 4-BIG BEAR (800-424-4232) or (909) 866-6190, www.bigbear.com.

TEMECULA CREEK INN COMPLETES RENOVATION

Temecula Creek Inn, located in the heart of the Southern California wine country, recently completed a multi-million dollar renovation to its 130 guestrooms. Accommodations now feature custom furnishings that include pillow-top mattresses, leather easy chairs, wet bar with granite countertops, 42" plasma television and iPod-ready stereos. Design elements include crown moldings, custom carpeting and handcrafted lamps. Guestrooms also feature private patios furnished with comfortable lounge chairs with stunning views of the golf course. The expansive 300-acre Temecula Creek Inn blends the comfort of a casual California retreat with spectacular views of the San Jacinto

Mountains. As travelers enter the resort, they are welcomed by a wood-beamed porte-cochere, an inviting lobby appointed with rustic pine furniture, Native American art pottery, antique tribal weavings and limited edition sculptures. Media contact: Susan Bejeckian, SBPR, (626) 570-1051. Public contact: Temecula Creek Inn, (877) 517-1823 or (951) 694-1000, temeculacreekinn@jcsresorts.com, www.temeculacreekinn.com.



CA TOURISM BOOSTS ECONOMY, TRAVEL SPENDING UP SIX PERCENT

The California travel industry continues to boost the state's economy as figures for 2006 reflect an increase in direct travel spending. Total spending in California from visitors was \$93.8 billion in 2006, an increase of six percent from 2005 and the fourth straight year of positive growth. Over the past three years, travel spending in California has increased an average of 6.9 percent. The 2006 report, compiled by Portland-based Dean Runyan Associates, illustrates the economic impact of travel in California. According to the report, a substantial share of the increase in travel spending was due to higher airfares, room rates and gasoline prices. There were 30 million domestic air passenger visitor arrivals to and through California airports in 2006, approximately the same as last year. International visitors (visitors from overseas, Canada and Mexico) comprise a significant segment of total travel spending in California. In 2006, international visitors spent \$14.6 billion in California. This represents more than 15 percent of all travel spending in the state. During 2006, travel spending in California directly supported 928,700 jobs with earnings of \$28.5 billion, which is up slightly from last year. Travel spending generated the greatest number of jobs in arts, entertainment and recreation (233,700 jobs), food service (274,700) and accommodations (203,700). Travel spending in California during 2006 also generated \$2.1 billion in local taxes and \$3.5 billion in state taxes. In 2006, every \$100 of travel spending generated \$30.36 of earnings, \$2.20 of local tax revenue and \$3.78 of state tax revenue. National travel trends show travel spending by both

domestic and international visitors in the United States was \$658 billion in 2006, a 6.3 increase over 2005. The full report, California Travel Impacts by County 1992–2005, 2006 Preliminary State Estimates, is available online at the CTTC Web site, www.visitcalifornia.com, by clicking on the research button at the bottom of the page. Media contact: Jennifer Jasper, California Travel and Tourism Commission, (916) 319-5428, jjasper@visitcalifornia.com. Public contact: www.visitcalifornia.com.

CALIFORNIA TREASURE HUNT REWARDS VISITORS

Beginning May 1 and running through Labor Day, visitors traveling to and within California can enter the California Treasure Hunt Sweepstakes to win fantastic vacations, get savings at over 600 California hotels, and savings at over 100 attractions in California. Here's how it works: Participating retailers and restaurants will give California Treasure Keys to their customers. The Treasure Keys instruct customers to go to www.visitcalifornia.com/treasure where they will enter a unique code to enter sweepstakes and deposit California Rewards "dollars" (shown on Key) good for savings at hotels, and print out coupons to California's attractions. These customers also can book their hotel online by using their California Rewards Dollars any time in the next two years. It's simple, and rewarding. And, anyone booking their air travel to or within California online through Southwest Airlines during the promotion will get their California Treasure Key right on their e-tickets (www.Southwest.com). To find a list of participating retailers and restaurants, go to www.visitcalifornia.com/treasure. Media contact: Jennifer Jasper, California Travel and Tourism Commission, (916) 319-5428, jjasper@visitcalifornia.com. Public contact: www.visitcalifornia.com.

NEW CALIFORNIA HATS, BAGS AND EATS PACKAGES AVAILABLE

Available April 21 for travelers looking for unique cultural, heritage and shopping experiences are more than 30 HATS, BAGS and EATS packages. Shopping and Dining are the top tourism activities in North America, but did you also know that cultural and heritage tourism is the third most popular travel activity? In fact, visitors who engage in cultural and heritage tourism stay longer to enjoy the highest levels of

travel satisfaction. Now through an innovative partnership with California Tourism, leading cultural and heritage attractions and Shop California, the new HATS, BAGS and EATS collection offers a wide range of cultural, historic and shopping tours throughout the golden state. Travel planners have a choice of packages in California's 12 diverse tourism regions, priced from \$40 to \$400. Packages are sold at www.shopcalifornia.org, www.visitcalifornia.com, www.shopamericatours.com and through leading tour operators and travel agents worldwide. Developed and certified for Shop California by Shop America Tours, these dynamic packages will appeal to all types of travelers—couples, friends, families, international and domestic visitors. Media contact: Jennifer Jasper, California Travel and Tourism Commission, (916) 319-5428, jjasper@visitcalifornia.com. Public contact: www.shopcalifornia.org, www.visitcalifornia.com, www.shopamericatours.com.

EXPRESSJET OFFERING NON-STOP ROUTES FOR CALIFORNIA

ExpressJet Airlines has announced flight service to 24 cities across the U.S. West Coast, Southwest and Midwest regions beginning April 2007. ExpressJet is a new branded service allowing customers convenience with more non-stop flights, valet carry-on bag service, and more than 100 channels of free XM Satellite Radio. ExpressJet schedules and fares are available for sale through most distribution channels, including travel agencies, online and online distribution channels, for service originating from Los Angeles/Ontario, Sacramento, Austin, San Antonio and New Orleans to destinations in Albuquerque, Spokane, Boise, Tucson, Omaha, Kansas City, MO, Colorado Springs, Oklahoma City, Tulsa, Birmingham, Raleigh/Durham, Louisville, Monterey, CA, Fresno, Bakersfield, Jacksonville, FL, El Paso and Corpus Christi. Media contact: ExpressJet, Corporate Communications, (832) 353-3333, press@expressjet.com. Public contact: www.expressjet.com or www.xjet.com.

SOUTHWEST AIRLINES LAUNCHES RENO/SAN DIEGO SERVICE

Southwest Airlines in March launched two daily, non-stop flights between San Diego and the Reno-Tahoe International Airport. One of the new flights leaves San Diego at 9:30 a.m. and arrives in Reno at 11:10 a.m. The second flight leaves San Diego at 6:55 p.m. and arrives at the Reno-Tahoe International Airport at 8:30 p.m. From transportation to Tahoe from Reno, travelers can book reservations on the 21-passenger North Lake Tahoe Express shuttle, which include stops at major lodging properties in the North Lake Tahoe and Truckee areas. The North Lake Tahoe Express runs daily from 3:30 a.m. to 12 midnight. Fares are \$35 per person, one-way, \$60 round trip. Discounts are available for groups of two or more, and frequent-user passes are available for \$100 for five trips when purchased at one time. Group rates are also available. Reservations are required for the shuttle and should be made at least four hours in advance. Media contact: Pettit Gilwee, Pettit Gilwee PR, (530) 583-2138, pettit@gilweepr.com. Public contact: North Lake Tahoe Visitors Bureaus, (877) 949-3296 or (775) 832-1606, www.GoTahoeNorth.com.



MEUX HOME MUSEUM EXHIBIT RECREATES 1907 WEDDING

During the month of October 2007, the Meux Home Museum in Fresno will commemorate the historic wedding

of the eldest Meux daughter who married in the front parlor of the home in October 1907. The Museum will showcase the wedding as an exhibit by decorating the house as it was 100 years ago in celebration of the wedding. The wedding exhibit will allow visitors to browse historic artifacts and learn about Victorian life in California's verdant Central Valley. The wedding was the social event of the season, and was extensively covered and described by the press. The bride's carefully restored wedding dress will be proudly displayed in the bedroom she resided in. The Meux home was built in 1888 and was continuously occupied by the Meux family until 1970. The Meux Home Museum was established in 1978.

The Museum is open Friday—Sunday, from noon to 3:30 p.m. Media and public contact: Meux Home Museum, (559) 233-8007, meuxhome@comcast.net, www.meux.mus.ca.us.

NEW MARRIOTT RESIDENCE INN COMING TO OCEANSIDE

A Marriott Residence Inn hotel has broke ground in Oceanside and is scheduled to open in September 2007. The 125-suite property is located near the city's new corporate center, Ocean Ranch Plaza. Guests at the new Residence Inn Oceanside will find all of the top rated services and amenities that travelers expect from a Marriott property, including complimentary hot breakfast buffet and afternoon social hour, free wireless Internet access, swimming pool and exercise room, and complimentary grocery shopping service. Residence Inn Oceanside will also feature 1,000 square feet of meeting space. Media contact: Leslee Gaul, Oceanside Chamber of Commerce, (760) 721-1101, leslee@oceansidechamber.com. Public contact: Oceanside Chamber of Commerce, (760) 722- 1534, info@oceansidechamber.com, www.oceansidechamber.com.

VILLAGIO INN & SPA IN YOUNTVILLE TO UNVEIL NEW SPA IN 2008

The Villagio Inn & Spa in Yountville is scheduled to open a new multi-million dollar, 13,000 square foot spa in spring 2008. The new destination spa will be one of the largest in Napa Valley and will offer a complete range of menu items from individual, half and full-day treatments. Spa goers will be greeted by a peaceful interior fashioned with rich earth tone furnishings and a distressed wood beam ceiling, creating a warm and inviting feeling. Wellness treatments will be performed in 17 new rooms, located on two floors. The spa will also include separate men's and women's relaxation areas, seven private "spa suite" luxury treatment rooms, sunken whirlpool bathtubs, a heated hydrotherapy pool, flat screen televisions, private terraces, cozy fireplaces and poolside spa cuisine service. The haven for rest and relaxation will feature Napa Valley's leading spa therapists and estheticians who will perform a host of soothing customized beauty treatments, including body polishes, scrubs, wraps and specialty

massages and facials. The new spa will be open daily from 7:30 a.m. to 7:30 p.m. Media contact: Susan Bejeckian, Susan Bejeckian Public Relations, (625) 570-1051, sbpr@charter.net. Public contact: Steve Andrews, Villagio Inn & Spa, (707) 948-5084, www.villagio.com.

WESTIN MONACHE RESORT OPENS AT MAMMOTH LAKES THIS FALL

Nearly two years after Westin Hotels and Intrawest announced plans for a luxury resort in Mammoth, the 230-condominium-hotel is scheduled to open its doors in September 2007. The Westin Monache Resort will be the first full-service, luxury property in the region and the flagship property of The Village at Mammoth. The Westin Monache Resort will be located in The Village at Mammoth and adjacent to Mammoth Mountain's 15-passenger express gondola. Among its many amenities, the hotel will include panoramic views of the mountains, a full service restaurant, 24-hour room service, ski valet, a pool and hot tubs,

fitness facilities, underground parking and over 2,000 square feet of meeting space. Media contact: Rebecca Broz, Westin Monache, Mammoth, (760) 934-7306, rbroz@westinmammoth.com, www.westin.com/mammoth. Public contact: Westin Monache, Mammoth, (760) 934-2526, www.westinmammoth.com.

L.A. LIVE TO BRING MORE SPORTS, ENTERTAINMENT TO DOWNTOWN

L.A. Live, a 4 million square-foot, \$2.5 billion downtown Los Angeles sports, residential and entertainment district is currently being created by Los Angeles-based AEG. L.A. Live, located across six city blocks, adjacent to STAPLES Center and the Los Angeles Convention Center, features NOKIA Theatre at L.A. Live, a 7,100-seat live theatre, a 54-story, 1000-room convention "headquarters" hotel (combining JW Marriott and Ritz Carlton brands with 224 luxury condominiums—The Ritz Carlton Residences at L.A. Live), Club NOKIA at L.A. Live, a 2,200 capacity

live music venue, a 14-screen Regal Cineplex, "broadcast" facilities for ESPN, The Grammy Museum, Conga Room and Lucky Strike bowling center room along with entertainment, restaurant, residential and office space. The Nokia Theatre at L.A. Live is slated to open in fall 2007 with additional phases of L.A. Live opening every quarter leading up to the debut of the hotel in early 2010. Media contact: Michael Roth, AEG, (213) 742-7155, mroth@staplescenter.com. Public contact: AEG, www.aegworldwide.com.



CALIFORNIA TRAVEL AND TOURISM COMMISSION

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Tour of California

Amgen Tour of California



Program Date

February 18-25, 2007

Program Description

The CTTC is proud to be a founding sponsor of the Amgen Tour of California and this year provided staffing and additional resources for public relations, travel trade and industry outreach.

This world-class event attracted a record-breaking 1.6 million spectators this year. The 650-mile course, stretching from San Francisco to Long Beach and visiting 12 host cities, offered cyclists challenging terrain and offered spectators the chance to see an elite race in some of California's most colorful communities. The course showcased the variety that is California - from the art, culture and technology of the big cities, to beautiful wine regions and the agriculturally rich Central Valley, to the breathtaking coast.

Target Audience

Domestic media, international media and travel trade, travel industry

Objectives/Reach and Results/Accomplishments

CTTC Ad on Versus

Those who watched the race from home found it broadcasted nightly on Versus (formerly Outdoor Life Network). This year the event's national television broadcast hours increased from eight to 14 with four hours of live broadcast during the final two stages. As a founding sponsor, CTTC's commercial ran each night free of charge. The broadcast reached approximately 80 million households and a total of 100 million television viewers over the course of the week.

Amgen Tour of California Lifestyle Festival

In addition to the wide media exposure California gained through this race, the CTTC also participated in the Amgen Tour of California Lifestyle Festival. Thousands of spectators visited the CTTC booth in each of the eight finish cities for great California vacation planning tools and a chance to win exciting California prizes.

News Release Development and Pitch

The CTTC devoted significant staff and CTTC contractor resources to the media relations aspect of its efforts. A news release was developed and pitched that focused on the race and the lifestyle aspects of the race. This release was posted to the www.visitcalifornia.com press room and pitched domestically by our PR firm, Edelman, to approximately 160 tourism and lifestyle newspaper, Internet and broadcast media. The release was also sent to our international offices in the UK, Germany, Japan and Australia for their pitching use.

Familiarization Tours

Working in conjunction with our German and UK PR/trade offices, the CTTC hosted nine high-level media and trade visitors. CTTC staff including Media Relations Manager Leona Reed and Travel Trade Manager Percy Stevens created trip itineraries, coordinated VIP experiences through AEG and escorted the international guests for the duration of the tour. Staff from the UK and Germany offices were also on hand to escort. The international guests included:

Germany (February 18-21)

Michal Heine, Freelance Writer

Michal Heine is a freelance writer who traveled to California on assignment for Focus Online – www.focus.de. Focus Online is the online version of major German magazine, *Focus*, and receives approximately 500,000 visitors per day and 15,000,000 per month. Michal also writes for various major daily and weekly newspapers in Germany and Switzerland.

Christian Harth, *Pro Cycling*

Pro Cycling is a major German magazine with a readership of cycling and sport enthusiasts. Circulation for the magazine is approximately 75,000.

Claudia Marx, Meier's Weltreisen

Meier's Weltreisen is a major German tour operator specializing in Charter Travel, Escorted Motorcoach Tours, Fly/Drive, Group Travel, Individual Travel and Leisure Travel. Meier's Weltreisen sends over 50,000 visitors to the U.S. annually.

Katja Wagner, DERTour

DERTOUR is Germany's biggest tour operator for North America with offices (New World Travel) in New York, Miami and Los Angeles. DERTOUR operates its own exclusive tour series and specializes in individual travel (car rental, motorhomes, FIT, self drive tours and activity programs).

UK (February 21-25)

Richard Wimms, California Vacations

The Vacations Group has been arranging tailor-made holidays to the United States for nearly twenty years. A specialist tour operator, they also have programs in Florida, New England and Carolina and have a wide variety of luxury hotels, small villas, apartments and resort hotels which makes them unique. They provide flights, car hire and attraction tickets. They are looking to expand the California Vacations program in 2007.

Sally Brading, Travelsphere

Travelsphere was established in 1977 and is the UK's number one operator of escorted holidays worldwide. Originally, Travelsphere specialized in holidays for readers of local newspapers. The company carried 3,000 passengers in 1977, with its first holiday a trip to Colwyn Bay for readers of the *Hemel Hempstead Express*. Holidays in the Channel Islands and Europe were added, and the company soon expanded into North America. Travelsphere is looking to extend its programme in California.

Stephen Farrand, Cycling Weekly

First published in January 1891, Cycling Weekly has quickly become Britain's biggest-selling cycling magazine offering fitness advice, bike tests, product reviews, news and ride guides for every cyclist, as well as coverage of the national and international racing scene. The circulation is 26,257; average age is 44 and very active, as 98 percent of the readers own their own bikes.

Briony Key, Good Holiday Guide

The *Good Holiday Guide* is a well written magazine covering the most inspirational destinations in the world. A combination of entertaining writing from travel journalists and informative travel reports from around the globe are implemented to prompt readers to plan and book a holiday or buying a property abroad. This unique bi-monthly is targeted to families and singles aged 25 and 250,000 readership. Distribution is throughout the UK to four and five-star hotels including London's Savoy & Claridges - 20,000 bedrooms worldwide. You can find the *Good Holiday Guide* in health spas, airport lounges, shops and Eurostar.

Susannah Osbourne, Active Magazine

Active magazine is published five times during the spring and summer commencing in early March and published monthly until early July. *Active* is a magazine about active travel. *Active* is unique, in that it is destination-led, rather than activity-led. The age range is from 20 - 40 and a distribution of 40,000 copies. Each issue includes outdoor shops and centres, health and leisure clubs, specialist tour operators and travel

agencies, and perhaps most importantly, special events (the magazine is sold throughout WH Smith, the leading stationery outlet in the UK). These are the events where we have media distribution agreements, in many cases, an exclusive agreement: The Michelob Mountain Bike World Cup Championships, Fort William, Scotland in September. The Fat Face Night Series - events including windsurfing, mountain biking etc., throughout the UK (and France) from April until October and The London Triathlon - August 2007.

CTTC Newsletter

The Amgen Tour of California was featured in our January *InsightsOnline* newsletter (see attachment 3) that reaches nearly 4,500 industry and media representatives.

Web Site

A banner ad was included on our Web site's home page with a click through to www.amgentourofcalifornia.com. The CTTC also included calendar item information for the Amgen Tour of California and the Lifestyle Festival.

Additionally, the CTTC assisted with lifestyle content for www.amgentourofcalifornia.com by sending out a request for information to statewide travel and tourism PR contacts. Additionally, CTTC worked in conjunction with our publishing partner *Sunset* to provide local dining recommendations - "Grab & Go" for those looking to eat and run and "Relax & Recharge" for those looking for a more formal dining atmosphere. "Fun Local Trails" were provided for each stage Web page (see attachment 5) to offer trail suggestions to cycling enthusiasts looking to hit the road on their own.

Program Contacts

For more information about the Amgen Tour of California contact Jennifer Jasper at 916-319-5428 or jjasper@visitcalifornia.com or visit www.amgentourofcalifornia.com.





News Release

Date: February 2, 2007

Contact: Jennifer Jasper, CTTC
916-319-5428
Sam Caygill, CTTC
916-319-5424
Christine Pierson, Edelman PR
916-442-2331

For Immediate Release

AMGEN CYCLE TOUR HIGHLIGHTS CALIFORNIA DESTINATIONS

(SACRAMENTO, Calif.)— The Amgen Tour of California brings the drama and excitement of a professional cycling competition to the Golden State February 18-25, when the world's top teams compete over an eight-day, approximately 650-mile route. The California Travel and Tourism Commission (CTTC), a founding partner of the event, is proud that the race will again include a variety of California's diverse destinations.

“After a successful inaugural year attracting more than 1.3 million spectators, we are very excited for round two of the Amgen Tour of California,” Executive Director Caroline Beteta, of the CTTC, said. “This event, which changes courses annually, not only brings world-class cycling to California, but showcases some of the state's most beautiful places to visit. This year's Tour of California route includes world-class cities,

redwoods, the Gold Country, the Central Valley, wine country and the dynamic coast. Cycling enthusiasts, as well as spectators, can explore cities and take part in regional activities along the race course. It's a great day for racing in California on Sunday, February 25 with the Tour of California finale in Long Beach and the NASCAR NEXTEL Cup Series – Auto Club 500 at California Speedway in Fontana.”

The course, stretching from San Francisco to Long Beach and visiting 12 host cities, offers the world's best cycling terrain, while giving spectators the chance to see an elite race in some of California's brightest communities. The race is free and open to the public, and can be viewed nightly via national cable station Versus or followed live on the race's Web site, www.amgentourofcalifornia.com.

Each finish city will host the free race-day Amgen Tour of California Lifestyle Festival presented by Health Net, featuring a health and fitness expo, cancer awareness education, cycling gear, family activities, bike safety, food and entertainment.

Travelers interested in more information about host cities can visit:

San Francisco Convention & Visitors Bureau
www.sfvisitor.org

Sausalito Chamber of Commerce
www.sausalito.org

Marin County Visitors Bureau
www.marincvb.org

Santa Rosa Convention & Visitors Bureau
www.visitsantarosa.com

Sacramento Convention & Visitors Bureau
www.sacramentocvb.org

Stockton Conference and Visitors Bureau
www.visitstockton.org

San Jose Convention & Visitors Bureau
www.sanjose.org

City of Seaside
www.ci.seaside.ca.us

Monterey County Convention & Visitors Bureau
www.montereyinfo.org

San Luis Obispo County Visitors & Conference Bureau
www.sanluisobispo.com

Solvang Visitors Bureau
www.solvangusa.com

Santa Barbara Conference and Visitors Bureau
www.santabarbaraca.com

City of Santa Clarita
www.santa-clarita.com

Long Beach Area Convention & Visitors Bureau
www.longbeachcvb.org

Los Angeles Convention & Visitors Bureau
www.seemyla.com

The CTTC is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. California is currently the number one travel destination in the country. According to the CTTC, travel and tourism expenditures total \$88.1 billion annually in California, support jobs for 911,800 Californians and generate \$5.3 billion in state and local tax revenues. For more information about the CTTC and for a free California vacation packet, go to www.visitcalifornia.com.

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Places to Refuel at the Amgen Tour of California – A Culinary Sidebar

Before and after the prologue of the Amgen Tour of California (February 18), racers and spectators will benefit from a fuel stop at San Francisco's Beach Chalet Brewery & Restaurant and the Park Chalet Garden Restaurant, both located between Golden Gate Park and the Pacific at Ocean Beach. Dine on Dungeness Crab Benedict and buttermilk pancakes at the Beach Chalet, while being directly on the race route from San Francisco to Sausalito. The Park Chalet offers plenty of protein and carbohydrates, as well as their special handcrafted ales. Also in San Francisco is the Ferry Building Marketplace with more than three-dozen eateries and food purveyors, offering everything from artisan cheese to gelato.

The City of Sausalito and the Sausalito Chamber of Commerce are pulling out all the stops for a multi-day Tour of California extravaganza, beginning February 16 with the Official Team Presentation and Gala (black tie), including a VIP reception with participating professional cyclists. Sunday evening (February 18) before the first leg of the race, Sausalito will host the Stage One Tour de Cuisine, a festive culinary which will feature 24 restaurants, 18 top area wineries and live music. Race day kicks off February 19 in downtown Sausalito with a bike expo, helmet decorating contest, kid-decorated bike parade and bikers' brunch.

Many cycling and food enthusiasts may choose to venture off the course to Big Sur February 23-25 for the Chanterelle (Mushroom) CookOff or to Carmel February 22-25 for the 21st Annual Masters of Food and Wine, one of the world's leading international summits of food and wines, which includes cooking demonstrations.

Spectators and riders can end the Thursday race stage four (February 22) at the Thursday Night Market in downtown San Luis Obispo on Higuera Street, between Osos and Nipomo Streets, for its seasonal produce, barbeque ribs, chicken and sausages and sandwiches. Santa Barbara will kick off race stage six (February 24), where foodies can select fresh catch right off the boats during the Saturday Fisherman's Market, starting at 7 a.m. at Santa Barbara's Harbor. Downtown, the vibrant, lively Saturday Farmers' Market runs from 8:30 a.m. to 12:30 p.m. at the corner of Santa Barbara and Cota Streets and offers plenty of local color in addition to fresh produce and locally-harvested products.

Located within 15 miles of the Amgen Tour of California, the Santa Maria Valley, part of the Central Coast region, offers fresh flavors and hearty traditions. The Wine Cottage Bistro in Orcutt provides French country cuisine in a rustically, elegant setting with open beam ceilings. The wood-burning pizza, wine bar with cheese plates and breads with dipping oils are always a hit with guests. The Far West Tavern in Guadalupe is also a favorite and specializes in dishes reflecting the region's Swiss-Italian ranch heritage, such as premium beef cuts, shellfish and home-style ravioli.

If You Find Yourself Inspired at the Amgen Tour of California – Things to Do

Sidebar

Cyclist and spectators interested in a warm up before the Amgen Tour of California will feel at home in San Francisco with its more than 80 miles of signed bicycle routes, part of a network of more than 200 miles of bicycle-friendly lanes, paths and wide curbs. Route 50 on Market Street, the city's main downtown thoroughfare,

divides the city. North-south routes have odd numbers and east-west routes have even numbers. Other favorite rides are through Golden Gate Park and the Presidio.

The end of race stage one and the start of phase two (February 19-20) makes Santa Rosa a great location to stretch weary legs. The Prince Memorial Greenway offers a scenic, paved walking and biking trail that travels along Santa Rosa Creek. The Greenway also connects to the Joe Rodota Trail that heads into the wine country. Ending in Sacramento (February 20), spectators and participants can leisurely enjoy the American River Bike Trail. The 32-mile trail runs along the American River from Old Sacramento to Folsom, and the terrain is relatively flat.

The 8,000-acre Montana de Oro State Park, along the San Luis Obispo County coast, offers miles of mountain biking trails, suitable for families with young children that are traveling with athletes at the end of stage four (February 22). From the seat of a bike, visitors can explore the coast, canyons and nearby hills. The park also features campsites, picnic areas, historic sites, guided tours and wildlife viewing.

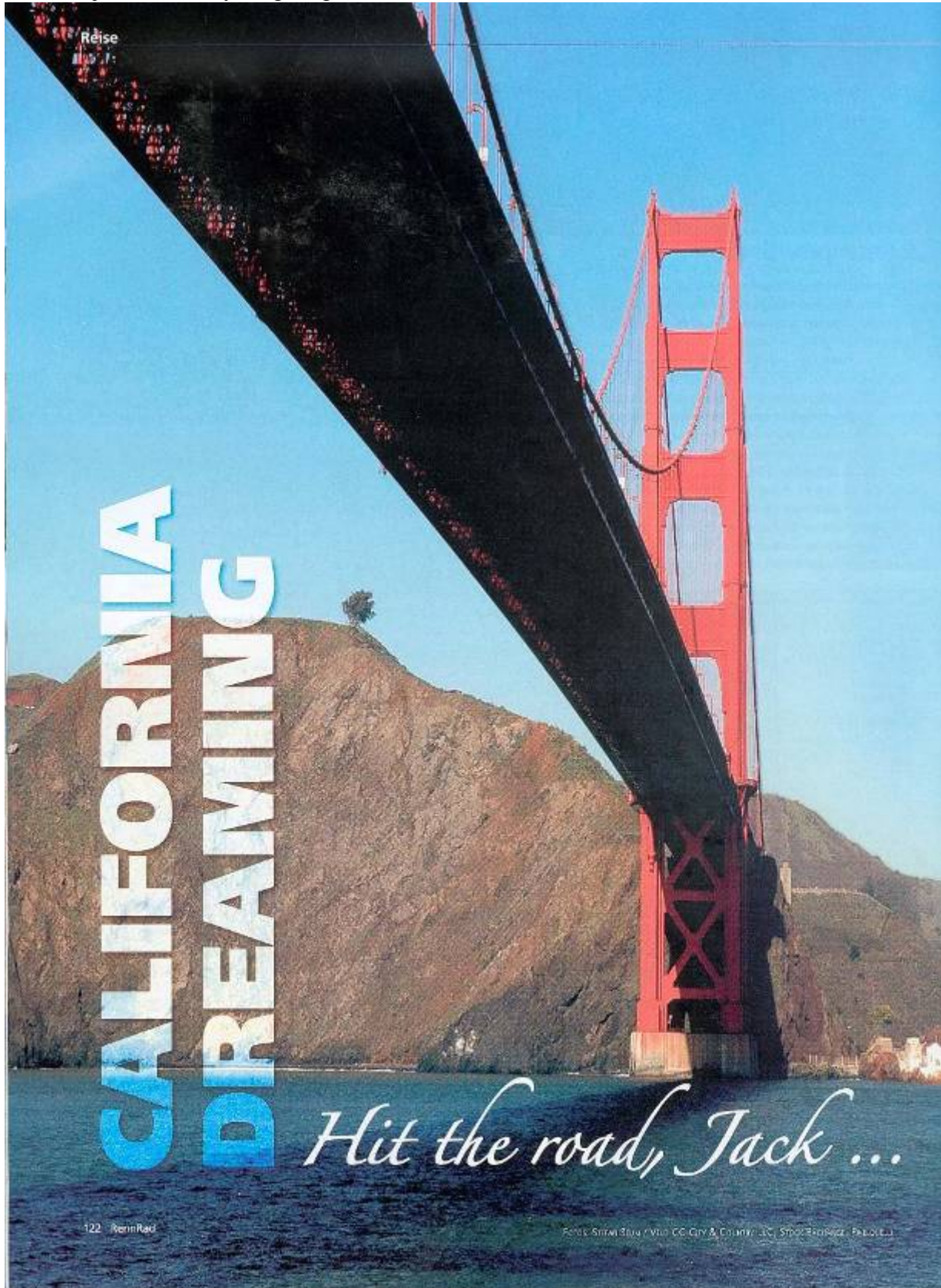
What better way to celebrate the end and final stage of the race (February 25) than a trip to Temecula's wine country, approximately one hour from the race finish at Long Beach. Here visitors can venture on guided bike tours to public tastings, stopping at the region's best wineries for some needed down time and to sip some of California's finest varietals, all while overlooking rolling hills covered in grape vines. To relax tight muscles, the South Coast Winery Resort and Spa in Temecula is ideal. The 39-acre resort features 76 luxuriously private villas each with fireplace and spa tub.

In downtown Long Beach, travelers can bike, walk, jog or skate on the Long Beach Bike Bath, which meanders approximately 4.5 miles along the sand from

Shoreline Village to Bayshore Avenue in Belmont Shore. In Santa Monica and Venice, the Marina North to Sunset bike path, part of the Los Angeles bike path system, has been the site of hundreds of movies. The paved path is approximately 8.5 miles, north from Washington Boulevard to Temescal Canyon Road.

SELECT MEDIA RESULTS

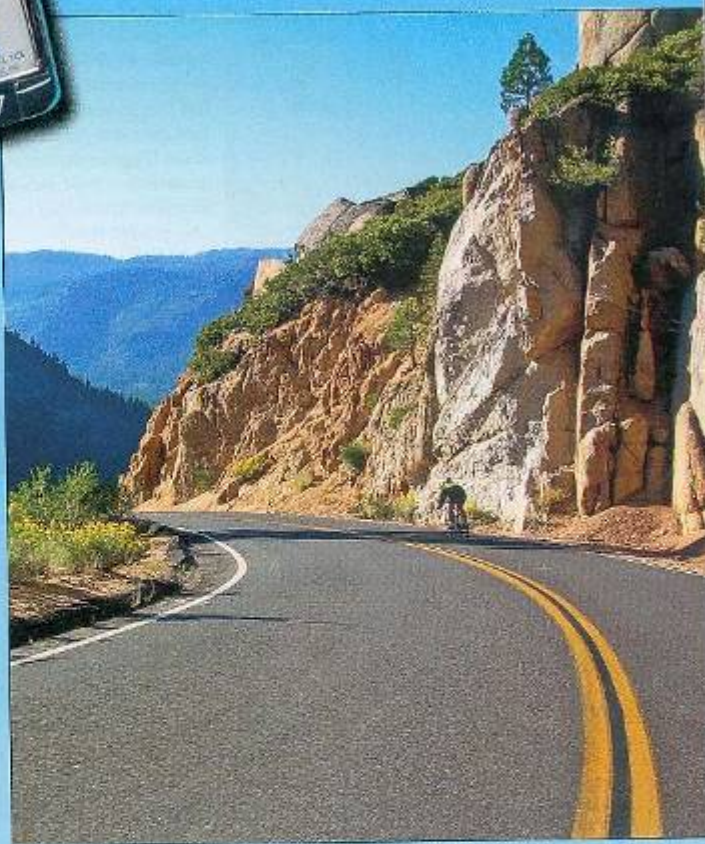
From major German cycling magazine "Radfahren"





Venn alle Blätter Braun-
 one annehmen und der
 limmel in grauen Wolken-
 etzen vorbeiwischt, dann
 räumt man von Kaliforni-
 en – keine schwülstige
 oesie, sondern echt
 merikanisches Liedgut.
 Michelle Phillips von „The
 Mamas & the Papas“ hatte
 m winterlich-kalten New
 York einfach Heimweh
 nach Kalifornien und tex-
 ete die Hymne „California
 Dreaming“. Doch nicht erst
 seit dem Ohrwurm träumt
 die Menschheit von Kali-
 forniern als dem Inbegriff
 des „American Dream“,
 hier scheint ewig

die Sonne, hier sind die
 Berge und Flüsse voller
 Gold, hier wandelt sich der
 Tellerwäscher zum Milli-
 onär. Im 19. Jahrhundert
 war es der Goldrausch,
 der „Go West!“ zum Credo
 vieler Abenteuerhungriger
 machte. Ob die Renn-
 radlust, die Amerika seit
 Lance Armstrong packt,
 auch zu einem Rausch
 anwächst? Noch ist Kali-
 forniern ein Geheimtipp,
 doch seit der Premiere der
 Amgen Tour of California
 rollt das Rad immer
 professioneller durch
 Schwarzeneggers
 Regierungsbezirk.



„Hör endlich auf, mir die Ohren vollzubeulen!“ schimpft mein Rennrad-Compagnon und Urlaubsbegleiter Martin und unterbricht jäh meine Sangeslust, in der ich abwechselnd mit Mamas and Papas' „California Dreaming“ und Scott McKenzies „If You're Going to San Francisco“ schwelge. Dabei versuche ich doch nur mit weiblich-leichter Fröhlichkeit die Zeit zu überbrücken, in der wir ungeduldig mit den Klickplatten auf dem Asphalt scharren, bis die Leihräder unserer achtköpfigen Truppe angepasst sind. Stefan, unser Guide von Velo City & Country LLC, lacht, als er meinen Schmollmund sieht und klatscht in die Hände: „So, Jungs und Mädels, rauf auf die Räder. Kalifornien heißt euch herzlich willkommen!“ Es ist zehn Uhr morgens, die Luft über der liberalen Studentenstadt Berkeley in der San

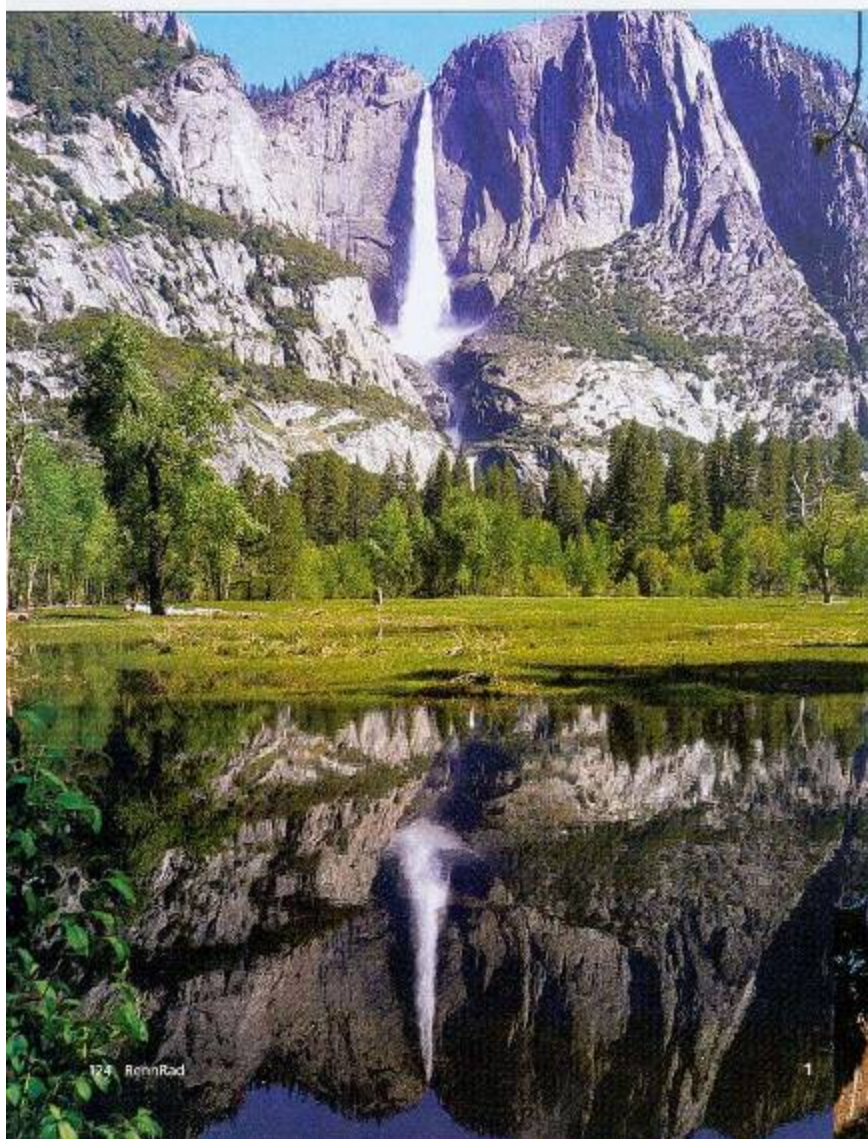
Francisco Bay ist mild und verträumt neblig trüb. In eleganten Kurven schlängelt sich die kleine Straße hinauf in die Berkeley Hills, auf denen sich die Sonne kraftvoll durchkämpft. Das Gefühl von Freiheit breitet sich aus, Eukalyptusduft umweht unsere Nasen, Eukalyptus- und Eichenhaine zieren zunächst die wenig frequentierten Straßen, zu unseren Füßen blitzen immer wieder die Bucht von San Francisco und der Pazifik durch. Je tiefer wir in die Hügellandschaft vordringen, desto eindrucksvoller reckt sich ein Wahrzeichen Kaliforniens in die Luft – der Redwood-Baum. „Auch Küsten-Sequoie genannt, gehört der immergrüne Redwoodbaum der Familie der Mammutbäume und damit der Zypressengewächse an. Der Küstenmammutbaum wird über 110 Meter hoch!“ Martin dreht sich zu mir

um und rezitiert in Lehrer-Manier die Reiseleiter, die er vor unserer Tour of California gewälzt hat. Während er sich pädagogisch veräußert, sprinte ich an der Gruppe vorbei und bin als Erste über dem letzten Hügel, der den freien Blick auf die romantisch schroffe Küste der San Francisco Bay versperrt. 62 Kilometer zeigt mein Tacho nach dem ersten Einrolltag an und eines ist schon klar: Kalifornien ist nicht nur Stars, Hollywood und Bikinimodels am Venice Beach; der „Golden State“ – so steht es auf den Nummernschildern der Autos – hat viele andere goldene Seiten, die nichts mit der Sternen des Walk of Fame zu tun haben.

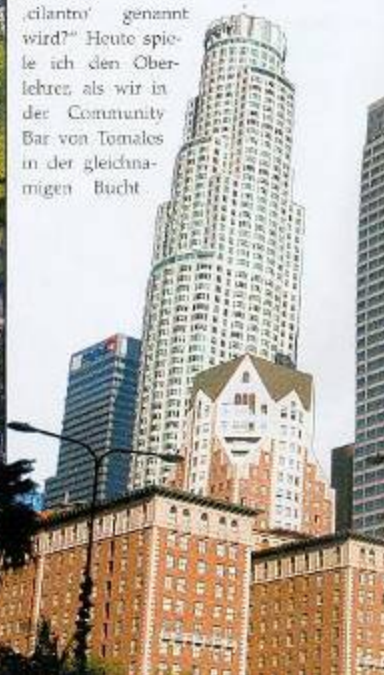
Meer und Wein und Natur pur

Nordkalifornien eignet sich aufgrund der moderaten Temperaturen, der schönen Nebenstraßen und der abwechslungsreichen Topographie besonders gut für Rennradtouren. Sowohl entlang der Küste ins Marin und Mendocino County als auch ins Hinterland entlang von Goldrauschflüssen hinauf zu den alpinen Pässen der Sierra Nevada kann man wunderbare Trainingsrunden ziehen. Der Vorteil, wenn man in Kalifornien mit dem Rad unterwegs ist: Man bekommt schwer zugängliche Naturschönheiten zu sehen, die den Autofahrern auf der Touristen-Route Highway No. 1 verschlossen bleiben. Der Tourismus in den Küstendörfern nördlich von San Francisco ist viel kleinteiliger und familiärer als in der Metropole und entlang der großen Verbindungsstraßen, man rollt durch provence-ähnliche Landstriche mit sanft hügeligen Weinbergen und einfachen Menschen.

„Wusstest du, dass Koriander in Amerika 'cilantro' genannt wird?“ Heute spiele ich den Oberlehrer, als wir in der Community Bar von Tomales in der gleichnamigen Bucht



124 RennRad





sitzen, die lecker-leichte pazifische Küche genießen und unseren zweiten Kalifornientag Revue passieren lassen. Morgens kletterten wir in San Rafael auf

unsere Bikes, die vorangegangene „Lass-uns-einmal-Studenten-sein“-Nacht in Berkeley stockte uns noch in den müden Knochen. wood-Bäume wechseln sich mit saftigen Senen ab, das Kurbeln über die hügeligen Hügel vertreibt schnell Katerlaune. Irgendwie „un-kanisch“ kommt Martin die

Biohauenhöfen gesäumt die entlang der Pazifikküste. Dafür sei ein weiser Mann namens John Muir verantwortlich, erzählt Stefan. gebürtige Schotte Muir war Universalgelehrter, der sich Naturwissenschaftler, Schriftsteller, Entdecker, Ingenieur und loge betätigte und als der Hinder der Nationalparks Ersetzte sich in seiner Wahl-nat Nordkalifornien für Na- und Tierschutz ein und trug

geblich zur Gründung von onalparks wie Yosemite bei. erzählt sich, er habe einen Mechanismus erfunden, der ihn täglich

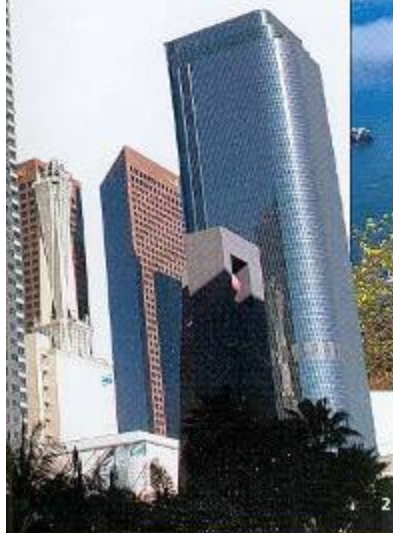
morgens aus dem Bett kippte – nur um keinen Tag in der freien Natur zu verpassen. Heißige 110 Kilometer treten wir durch die faszinierende Natur des Marin County bis nach Point Reyes in die Pede-ale, die Anzahl der Höhenmeter hält

sich mit gut 500 in gemütlichen Grenzen.

„Hier kann man richtig sehen, dass sich die Erde bewegt hat“, Stefan deutet auf die seltsam verworfene Landschaft der Tomales Bay, die Teil des San Andreas-Graben ist und Point Reyes als dreieckige Halbinsel beinahe vom Festland abschneidet. Auf einem Fischerboot tuckern wir vor die Point Reyes-Küste, die wie die englische Cornwall-Küste schroff und hell ins Meer fällt, und halten nach Walen Ausschau. Die großen Meeressäuger müssen ganz in der Nähe sein, ein mystisches Pfeifen durchzieht das Wasser. „Im Januar ziehen die Grauwale vor der Point Reyes-Küste nach Mexiko, von März bis Mai wandern sie zurück gen Arktis“,



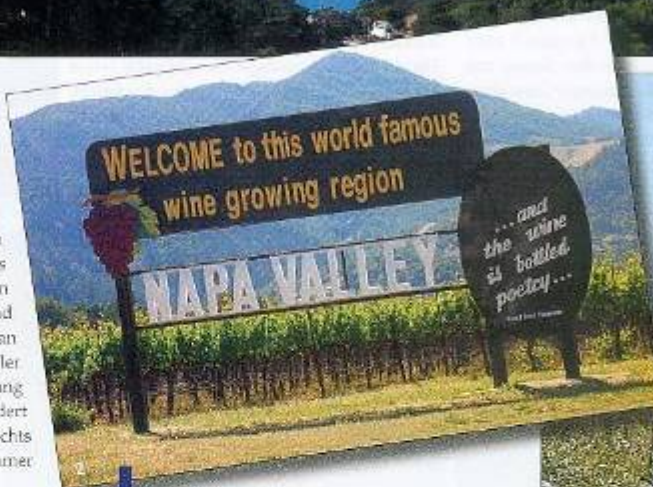
1. Yosemite Nationalpark 2. Downtown Los Angeles im Süden Kaliforniens.
3. Von nun geht's bergab – für LKWs und Rennradler.
4. Gefängnisinsel Alcatraz – früher ein Hochsicherheitskerker, heute ein Besuchermagnet.
5. Wolken über der San Francisco Bay





lese ich in einem Reiseführer. Heute geben sie sich scheu, in weiter Ferne sehen wir eine Fontäne aufspritzen, näher heran wagen sich die Ozeanriesen nicht. „Ob die wirklich noch lebendig sind?“ flüstere ich Martin zu, als wir am Nachmittag Austern schlürfen und kühlen kalifornischen Weißwein genießen. „Das willst du gar nicht so genau wissen“, mein Begleiter zieht die Augenbrauen hoch und grinst. Nach unserem Flexi-Day, wie Stefan den Nicht-Rad-Tag nennt, treten wir voller Elan am nächsten Tag weiter in Richtung Norden in die Pedale und knappe hundert Kilometer weit bis zum Russian River, rechts und links der ruhigen Straßen tauchen immer häufiger Weinberge auf.

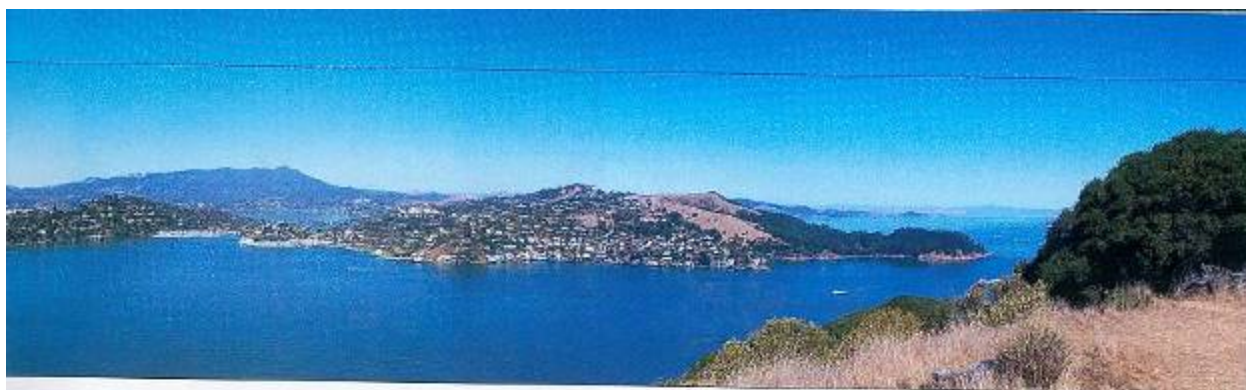
Wie „the real last resort“ für Hippies, Künstler, Schwule und Lesben wirken die Ufer des Russian River. „Wenn ich nicht wüsste, dass Woodstock im Staat New York liegt, würde ich hier jeden Moment das Ortschaft erwarten!“, staunt Martin über die kunterbunte Welt des „russischen Flusses“. Noch bevor hier Blumen-



1. Panoramablick über die „Frisco Bay“

2. Die Amgen Tour of California passiert 2007 die nordkalifornische Weinregion Napa Valley. 3. Sanft rollende Hügel auf der „Moer und Wein“-Tour 4. In der Tomales Bay kann man auch baden. 5. Golden Gate, das Wahrzeichen San Franciscos, hat ein Herz für Radfahrer.

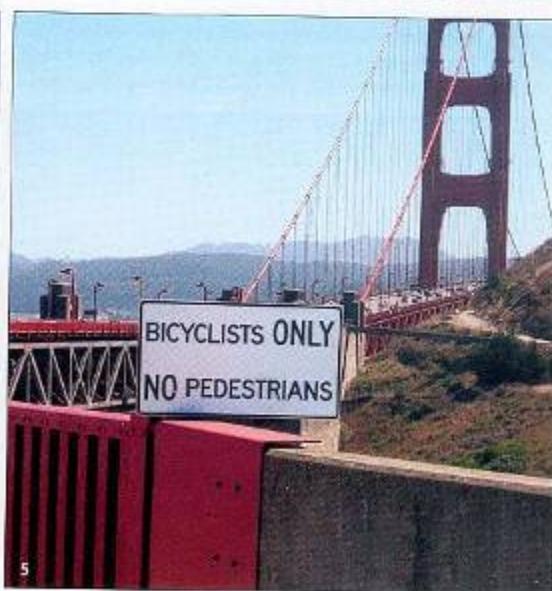
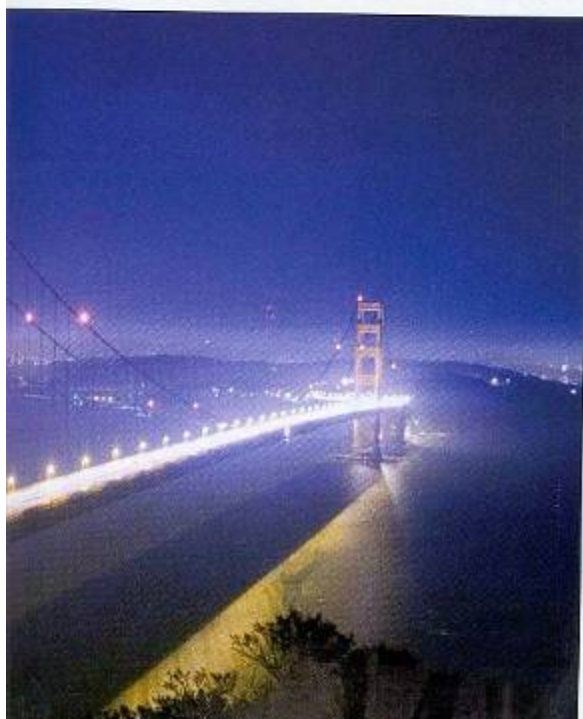




kinder Einzug hielten, wurde in Bodega ein berühmter, ganz und gar unfriedlicher Streifen gedreht. Hitchcock-Fans erkennen das Schulhaus, das dem Film „Die Vögel“ als Schauplatz diente – wer sich anmeldet, bekommt von den Besitzern eine Führung durch deren privates „Die Vögel“-Museum.

Sanft rollende Hügel mit Rebstücken, an denen sich zaghaft und doch kraftvoll grün erste Triebe sonnen, umranken unsere 80-Kilometer-Fahrt von Guerneville nach Ukiah. Martin macht mit Stefan einen Schlenker an die Küste, während ich heute kräftig und ohne Umschweife in die Pedale trete, um so schnell wie möglich in Vichy Springs zu sein. Die schicken

Häuser des Anwesens sind im Kolonialstil erbaut und bilden eine stilvolle Kulisse für das in den 1920ern eröffnete Heilbad. „Die chemische Zusammensetzung des Wassers ist der des gleichnamigen Heilwasserortes in Frankreich sehr ähnlich, deshalb heißen die Quellen in Ukiah auch Vichy Springs“, erklärt der Mann am Eingang. „Das Wasser ist von Natur aus heiß und carbonisiert.“ Carbonisiert? Hat das nicht etwas mit Kohlensäure zu tun? Tatsächlich, wer sich ins warme Sprudelbecken legt, fühlt sich, als würde er in einer Wanne voller Champagner baden. Mark Twain und Jack London seien gerne hier gewesen, erklärt der Mann weiter, und auch viele andere berühmte Leute ziehe es hierher. Deshalb heißt die Gegend auch „celebrity country“. So ein Celebrity-Leben würde mir auch gefallen, kommt es mir in den Sinn, als ich mir zusammen mit Martin ein echtes Glas Champagner gönne, meinen Blick über die romantische Weinberglandschaft rund um Ukiah schweifen lasse und böse Blicke ernte, weil ich schon wieder „California Dreaming“ summe.



Reise

Goldrausch in der Sierra Nevada

Neben der „Meer und Wein“-Tour kann man mit den Tourguides von Velo City & Country LLC auch ins wilde kalifornische Hinterland radeln und die Passhöhen der Sierra Nevada in Angriff nehmen. Von rollenden Hügeln kann man auf dieser Tour allerdings nicht mehr sprechen, 3000 Höhenmeter täglich sind die Regel, nicht die Ausnahme – entsprechende Kondition und ein paar Trainingskilometer in den Beinen sind deshalb Voraussetzung für den kalifornischen Ausflug ins hochalpine Gelände. Die Sierra Nevada-Tour zum Lake Tahoe könnte auch den Titel „Auf ins Gold Rush Country!“ tragen, denn hier – insbesondere zu Beginn der Tour in den Sierra Foothills – findet man die legendären Goldrauschstädte. Gestartet wird im historischen Städtchen Volcano, durch Eichenhaine geht es stetig bergauf-bergab, am Abend fährt die Gruppe mit dem Bus nach Dardanelle, eine ehemalige Poststation am Fuße der High Sierras. Diese letzte Station vor dem Sonora Pass ist ein guter Ausgangspunkt für die Königsetappe in die Sierra Nevada: Zunächst führt die Straße zum Aufwärmen gemäßigt aufwärts, doch ab der Kennedy Meadow spürt man bei bis zu 25 Prozent Steigung jeden Muskel in Oberschenkeln und Waden. Der Sonora Pass liegt auf 2930 Metern, nach der rasanten Abfahrt warten weitere 1000 Höhenmeter auf die Gruppe, das Ziel: der Monitor Pass. Im Zielort Markleeville erwarten die Rennradler wie in Ukiah entspannende heiße Quellen. Am nächsten Tag führt die Route durch enge Felsschluchten hinauf zum Ebbets Pass und vorbei an alpinen Seen und Mammutbäumen nach Bear Valley. Adler, Schlangen, Rotwild, Luchse und auch Bären haben die Velo-City & Country Tourguides hier, im „Tal der Bären“, schon gesehen. Lediglich der Puma, den es hier auch geben soll, hat sich bislang noch nicht gezeigt. Die letzte Etappe der High Sierra-Tour führt vergleichsweise einfach entweder knappe tausend Höhenmeter über den Lather Pass zum idyllischen Lake Tahoe oder gut 1300 Höhen- und 100 Kilometer über den Carson Pass.

Tour of California – den Profis auf der Spur

Wie das Original findet 2007 zum zweiten Mal die „Tour of California Tour“ von Velo City & Country LLC statt – dieses Mal sogar in zwei Varianten: Entweder man rollt vor den Profis über die kalifornischen Straßen (11. bis 17.02.07) oder um einige Stun-



1. Bei Nicasio im westlichen Marin County
2. Redwood-Bäume werden bis zu 110 Meter hoch. 3. Blick auf die Sierra Foothills, die Sierra Nevada-Pässe sind eine Herausforderung für Rennradfahrer.



den versetzt vor und nach den Profis (18. bis 25.02.07). Zeit zum Anfeuern bleibt bei beiden Varianten! Startschuss erfolgt am 18. Februar in San Francisco, weiter geht's durch Marin County nach Santa Rosa, durch die Weinland Napa Valley nach Davis ins Central Valley und zurück in die San Francisco Bay. Am Pazifik entlang geht es schließlich von Seaside bis nach Solvang, weiter nach San Barbara und Santa Clarita. Am Ende kämpfen Olaf Pollack und Co. am 25. Februar in Long Beach bei einem Kriterium um die finalen Siegerehren.

Info Kalifornien

Kalifornien ist der mit Abstand bevölkerungsreichste Bundesstaat der Vereinigten Staaten. Er liegt im Westen des Landes und grenzt an den Pazifischen Ozean an die Bundesstaaten Oregon, Nevada, Arizona sowie an den mexikanischen Staat Baja California (die Halbinsel Norderkalifornien). Der so genannte Golden State erstreckt sich über eine Länge von 1.200 Kilometern und eine Breite von 400 Kilometern und hat über 4.300 Meter hohe Berge sein Eigen.

Reise mit dem Flugzeug

Beste Flugroute ab Frankfurt und München nach San Francisco und L.A. gibt es bei Lufthansa, je nach Saison kostet der Hin- und Rückflug zwischen 600 und 1.000 Euro. Viele weitere Fluglinien peilen die kalifornischen Großstädte mit Zwischenstopps an der Küste an. Wer sein Fahrrad mitnimmt, zahlt in der Regel rund 80 Euro pro Strecke.

Im Flughafen in San Francisco (SFO) ist durch das Bahn-System BART mit Downtown San Francisco, Alameda und Berkeley verbunden (ca. 4 bis 6%), per und nicht unbedingt schneller sind Shuttle- und Taxi. Für den Aufenthalt in San Francisco ist ein Auto eher hinderlich – für weitere Reisen durch den Staat empfehlenswerter. Mietwagen und Wohnmobile gibt es vielfältig, sowohl direkt am Flughafen als auch in der Stadt. Das Buchen von Deutschland kann bei Umständern günstiger sein.

Isdokumente und Zoll

Deutsche, Österreicher und auch Schweizer ist eine Urlaubsreise, die nicht länger als drei Monate dauert, lediglich das Ausfüllen eines Datenblatts (der US-Adresse notwendig). Erforderlich, dafür der rote, maschinenlesbare Europa-Reisepass, der ausweislich nicht. Nach dem Ende Oktober 2015 sind für neu ausgestellte Pässe biometrische Daten vorgeschrieben, sonst ist ein Visum erforderlich. Detaillierte Auskünfte auch unter www.dhs.gov.

Wetter und Reisezeit

Kalifornien ist groß und das Klima vielfältig. Während in der Wüste im Süden bis zu 50 Grad heiß wird, regnet es in San Francisco wegen des typischen Nebels im Sommer kühl werden. Am angenehmsten die Region um „Frisco“ sind die Monate Mai/Juni (September/Oktober). Das mildere Südkalifornien zeichnet im Winter mittlere Spitzentemperaturen zwischen 10 und 18 Grad, von Juli bis September Grad und mehr. Extremwerte in der Wüste bis 50 Grad.

Tung Erdbebengefahr!

Im vergangenen wurde der Golden State des von Erdbeben heimgesucht, die Hauptursache dafür ist der San-Andreas-Graben, an dem die nordamerikanische und die pazifische Platte aneinander vorbeiziehen. Die Gefahr ist jedoch für Besucher relativ verschwindend gering. Allerdings lassen sich an mehreren Orten, beispielsweise dem San Francisco Exploratorium oder dem Oakland Museum of California die Einflüsse der Erdbeben auf Kalifornien sehen.

reiseveranstalter

City & Country Ltd.
Tel: 01805-233 633 255 00 (2 Cent/Min.)
Fax: 01805-233 633 255 00
Internet: www.cityandcountry.com

Der gebürtige Berliner Stefan Seum bietet mit dem Velo CC-Team Rennradtouren durch Kalifornien an. Zwei 5-6-tägige Routen führen ins Weinland rund um San Francisco. Weitere Touren: in die High Sierra, auf die Spuren der Tour of California, individuelle Tourwünsche. Hochwertige Fahrräder von Spezialisten.

CyclingCalifornia-Tipp für Indivisualisten: Der Deutsche Andreas Vogel hat Kalifornien zu seiner Wahlheimat gemacht und führt in dem Westküstenstaat ausgiebig seine Rennradleidenschaft. Seine Routen dokumentiert er reich bebildert und übersichtlich auf seiner Website, wer individuell durch Kalifornien radeln möchte, kann sich gerne an ihn wenden. <http://CyclingCalifornia.com>

Essen & Trinken

Ähnliche und Essen: darüber scheiden sich die Geister. Doch Kalifornien ist nicht nur Fast-Food und Sushi. Kalifornien ist ein „Melting Pot“ der modernen Küche und eine Hochburg biologischer Lebensmittel. Die Küche ist leicht und sommerlich, vor allem seit Tomaten, Zitrusfrüchte, Kräuter und Salate das ganze Jahr über angebaut werden. An den Küsten dominiert Seafood, wie Krabben, Krebse und vielerlei Salzwasserfische, die Seespeisekarte.

Wine Country California: Die Regionen von Napa und Sonoma produzieren Chardonnay, Pinot Noir, Merlot und Cabernet Sauvignon. Die kalifornischen Kustentäler sind ideal für süße Weißweine, während das warme „Central Valley“ ein angereicherter Ort für eher robuste Weine ist, wie der Zinfandel Cabernet.

Sehenswert

• Multi-Kulti-Stadt San Francisco • Cable Cars • Golden Gate Bridge • Little Italy • China und Japan Town • French Quarter • Haight District • Mission District • Fishermen's Wharf • Lombard Street • Japanese Tea Gardens • Alcatraz • University of Berkeley • Los Angeles • Rodin Drive • Getty Center • Venice Beach für Muskeleutler • Universal Studios • L.A. County Museum of Art • Hollywood • Lake Tahoe • Yosemite National Park • Oakland Museum of California



• Napa Valley • Redwoodbäume „Avenue of the Giants“ (Highway 54) • Monterey Bay Aquarium • Dineyard • San Diego Zoo • Pacific Coast Santa Cruz

Extratipp

Wer auch gern im Gelände unterwegs ist, findet im Marin County die Wiege des Mountainbikes. Hier streifen Gary Fisher und Tom Ritchie schon in den Siebzigern auf Clunkerbikes über Berge und durch Wälder. Außerdem lohnt der Tahoe Rim Trail um den Lake Tahoe 25-jährigen Geburtstag: www.tahoe-rim-trail.org. Tipp: See-Kayak in San Francisco Bay.

Allgemeine Informationen

Touristikdienst **früher**
Schwarzwaldstraße 13, 63811 Stockstadt
Main

Telefon: 06027-401108. Gegen 7. Euro Gebühr (über oder in Form von Briefmarken) wird ein Infopaket über Kalifornien zugesandt.

State of California Office of Tourism
801 K Street, Suite 1600, Sacramento
CA 95814-3520, USA

Telefon: +1 916/322-0971, Fax 322-3402

www.visitcalifornia.com

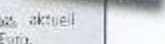
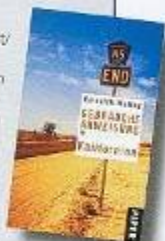
Lesetipp

• Gebrauchsanweisung für Kalifornien von Heinrich Weling. Witzig und äußerst nützlich für all jene, die glauben, mit der Golden Gate Bridge und Venice Beach schon alles über Kalifornien zu wissen. Der Autor, lobte als

FAZ-Korrespondent jahrelang in San Francisco und hat so manche Anekdote und Beobachtung auf Lager. Verlag: Piper, Preis: 12,90 Euro.

• Kalifornien mit Las Vegas und Grand Canyon. Von J.D. Pickley et al., erschienen im Stefan Loose Verlag. Preis: 24,95 Euro.

• GEO Special: Kalifornien und Las Vegas, aktuell erschienen bei Gruner & Jahr. Preis: 7,80 Euro.



TRAVEL TRADE GAZETTE

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18 December 2008

I'm a Christmas Elf competition

WIN IT!

California competition

Race for a California wine prize

WIN IT!

The Amgen Tour of California bike race will start on February 18, bringing all the drama and excitement of a professional bicycle stage race.

The world's top professional teams will compete over an eight-day, 500-mile race on a route taking in the stunning scenery of California, including its wine country and the Pacific coast. The tour will also raise awareness and funds for cancer patients and caregivers.

For more information about the tour of California race, go to www.amgentourofcalifornia.com.

To **WIN** two bottles of **California wine** and a **California DVD** courtesy of California Tourism, simply answer the following question.

Q From which famous city does the Amgen Tour of California bike race start in February?

Email your answer on an email, with your name, phone number, agency address and Aida number, to: info@californiatourism.co.uk

Or Fax to: 020 7343 3569

Closing date: December 22

Please note: This competition is open to flyline agents for flyline only. It is not open to the members of Travel Trade Gazette and neither the magazine nor its publishers accept any responsibility for any loss or damage resulting from any other competition.

The festive reward of a bottle of Jacob's Creek awaits if you're one of the above agents put to work in Santa's grotto

Cheers to your very good elf!

WE'VE RUN hundreds of your party and fun pictures in Frontline over the year and this week, full of Christmas spirit, we've got up to a lot of mischief with a few of them.

We've turned five agents who've appeared in our picture pages this year into elves in Santa's workshop!

But don't worry, there's a pay-off for your fun! - **If you spot yourself above you can claim a bottle of Jacob's Creek wine.**

Just tell us your name, agency and address and, if it matches our list, we'll send you the bottle to drink to your good elf over Christmas.

If you're one of our elves, just send us your details, marked "I'm a Christmas Elf" by:

Email: flyline@comp.net

Fax: 020 7343 3569

Post: 1750 Frontline, First Floor, Lodge House, 245 Blackfriars Road, London SE1 8YU

And don't forget, you can choose red or white!

Our space is YourSpace!

Would you like to be a star of our website, to offer us your colleagues with only one of them? Send us images of your agency Christmas parties, or any other events you're keen to show us, and we'll make up an ad for you. YourSpace is on www.flyline.com, and your agency, with simple captions and a few lines describing the event, to jw@flyline.com.

Seattle Media Visit

Seattle Media Visits

Program Date: March 26, 2007

Description:

Sam Caygill, Media Relations Manager, visited three publications based in the greater Seattle area – *The Seattle Times*, *Journey* (AAA publication) and *RV Life*. All publications were receptive and excited to learn more about California, especially the north which can be a good drive market for Washingtonians.

Target Audience:

Seattle and Washington-based travel media.

Objectives:

The objective was to educate Northwest media on California travel product.

Results:

Follow-up is being conducted by the communications department.



Miami Press Lunch

Miami Media Event and Visits



Program Dates:

April 2-3, 2007

Program Description:

Jennifer Jasper, Deputy Director of Communications, Sam Caygill, Media Relations Manager, and Jeanne Sullivan, CTTC contractor, traveled to Miami where CTTC hosted a media lunch attended by top media. Attendees enjoyed seafood at one of Miami's newest, top restaurants - paired with none other than wonderful California wines.

Target Audience:

Lunch attendees included media from the following outlets:

Atmosphere Magazine (inflight for Air Transat)
South Florida Sun-Sentinel - Miami Bureau
Coral Gables Gazette
Diario Las Americas
Jay Clarke, Freelancer
Gerencia de Viajes
Recommend Magazine
Travel Advance

The following day sales calls were conducted with the *The Miami Herald*, *Sun-Sentinel* and Univision's *Despierta America*. At the *Herald* they met with travel editor Jane Wooldridge who is an award-winning writer and recently named travel journalist of the year.

Objectives:

The objective was to educate the Miami-based media on California travel product.

Results:

This was the first known time the CTTC made dedicated sales calls to this area and California was very well received - especially in regards to food/wine, culture, ski and Northern California destinations.

MiamiHerald.com 

 UNIVISION

Sun-Sentinel.com

SOUTH FLORIDA **24/7** THE LATEST NEWS



gerencia DE viajes

CORAL GABLES GAZETTE



Come see what California has to offer at the California Travel and Tourism Commission's Miami Media Luncheon.

experience california

Tuesday, April 3, 2007
11:45 a.m. — 1:30 p.m.

Oceanaire-Miami
(at Mary Brickell Village)
900 South Miami Avenue, Miami
(305) 372-8862

Complimentary valet parking.
Invitation is non-transferable unless an
invited staff writer has been replaced.

Learn what's new in California, our great
attractions, outdoor adventures, endless shopping
and world-class restaurants and accommodations.

You might just **find yourself** wanting to
live it up in California!

R.S.V.P. by
Wednesday, March 28, 2007
to Jeanne Sullivan, Media Relations Consultant
(650) 359-1774 or jsullivan@visitcalifornia.com

Canada Trade and Tourism Mission

Canada Trade and Tourism Mission



Program Dates: May 29-31, 2007 Toronto and Vancouver

Program Description:

As of April 27 we have firm commitments from the following California delegates to participate in the Governor's 2007 Canada Trade and Tourism Mission:

- Santa Barbara Conference & Visitors Bureau and Film Commission
- City of Redding Convention & Visitors Bureau
- SeaWorld San Diego
- CityPass, Inc.
- Palm Springs Desert Communities Convention and Visitors Authority
- Universal Studios Hollywood
- Handlery Union Square Hotel

Note: We are still awaiting response from approximately 3-4 potential delegates

Target Audience:

The CTTC will be holding a pre-event to the Governor's signature California event in both Toronto and Vancouver. The CTTC anticipates 150 and 120 travel trade, tour operators and media in attendance respectively at each reception.

Objectives

To promote California as a premier travel destination and educate the Canadian market on California travel product.

Program Contacts:

<p>Caroline Beteta Executive Director California Travel & Tourism Commission 980 9th Street, Suite 480 Sacramento, CA 95814 Phone: (916) 319-5420; FAX: (916) 444-0410 E-mail: cbeteta@visitcalifornia.com</p>	<p>Sue Coyle Director, Corporate Communications California Travel & Tourism Commission 980 9th Street, Suite 480 Sacramento, CA 95814 Phone: (916) 319-5422; FAX: (916) 444-0410 E-mail: scogle@visitcalifornia.com Staff</p>	<p>Jennifer Jasper Deputy Director California Travel & Tourism Commission 980 9th Street, Suite 480 Sacramento, CA 95814 Phone: (916) 447-0981; FAX: (916) 444-0410 E-mail: jjasper@visitcalifornia.com Staff</p>
<p>Glenda Taylor, Manager, Travel Trade Development California Travel & Tourism Commission 980 9th Street, Suite 480 Sacramento, CA 95814 Phone: (916) 319-5411; FAX: (916) 444-0410 E-mail: gtaylor@visitcalifornia.com Staff</p>		

From: Caroline Beteta
Sent: Monday, March 26, 2007 4:57 PM
Subject: Governors Canada Trade Mission

Hello All -

I just met with the Governor's office last week and wanted to provide you with the latest preliminary information on the upcoming Governor's Canada Trade and Tourism Mission. The Governor will be traveling to Canada with a business delegation in late May - the 28th, 29th 30th, and 31st. He will be conducting meetings/events in Toronto, Ottawa and Vancouver on Tuesday, Wednesday and Thursday. (However, please note, **no members** of the delegation will be traveling with him to Ottawa on Wednesday, May 30th). The Governor's office has asked the CTTC to participate/organize key events in Toronto and Vancouver. The CTTC will be organizing travel trade and media events with the help of Edelman Canada (in addition to Governor's events) on Tuesday and Thursday only. Our tentative events will be either a luncheon or a pre-reception to the main reception scheduled for the evening. The CTTC participation fee will be \$1,500 for first delegate; \$1,000 for second delegate.

Registration Information - All prospective business delegates will register directly online at www.bth.ca.gov. Delegates will be asked to fill out an "Application of Interest." Space is limited; however, just filling out the application does not guarantee participation. Delegate participation will need to be approved by the Governor's office. There will also be a separate State Protocol Fee of approximately \$1,000 to \$2,000 (TBD) per delegate to defray trade mission related costs.

Airline information - There will be no charter flights for this mission. Delegates will be making their own airline reservations. The first scheduled event will be a welcome reception (casual attire) Monday evening, May 28th from 6:00 p.m. to 8:00 p.m. in Toronto.

Hotel information - The delegation will be staying in a room block at the following two hotels. The Governor's office will coordinate accommodation reservations. The CTTC does not know the cost of the hotel rooms in the block as of today.

Park Hyatt Toronto
4 Avenue Road
Toronto, Ontario
M5R 2E8
Canada 416-925-1234

Sutton Place Hotel Vancouver
845 Burrard Street
Vancouver, BC
V6Z2K6
Canada 604-682-5511

If you are interested in participating in the mission, please go online to www.bth.ca.gov and start the application process. Space is extremely limited. We suggest you register by Monday, April 2, 2007. Please contact Sue Coyle at scoyle@visitcalifornia.com or 916-319-5422 to let her know if you are interested or have any preliminary questions. We look forward to another successful International Trade Mission with the Governor. Thank you in advance for your interest.



Save the Date

Tuesday, May 29, 2007

The California Travel and Tourism Commission
requests you save the date for
Governor Arnold Schwarzenegger's
Trade and Tourism Mission to Canada



Join us in Toronto
For an Exclusive Pre-Event
"California Wine Tasting Experience"

Liberty Grand Entertainment Complex
25 British Columbia Road, Exhibition Place
Toronto, Ontario

The Renaissance Foyer
Reception, 5:30 – 7:00 p.m.

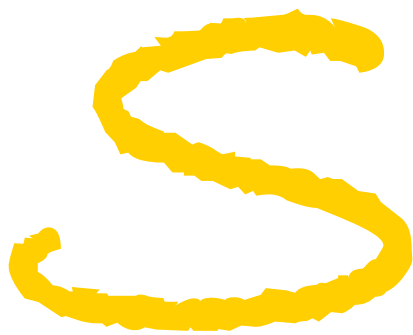
Followed by
**GOVERNOR ARNOLD SCHWARZENEGGER'S
SIGNATURE TORONTO EVENT
"TASTES AND SOUNDS OF CALIFORNIA"**
7:00 – 9:30 p.m.



Personal invitation to follow

For more information, please contact Edelman at
416-979-3310 or GoCalifornia@edelman.com





Save the Date

Thursday, May 31, 2007

The California Travel and Tourism Commission
requests you save the date for
Governor Arnold Schwarzenegger's
Trade and Tourism Mission to Canada



**Join us in Vancouver
For an Exclusive Pre-Event
"California Wine Tasting Experience"**

Sequoia Grill at The TeaHouse

Ferguson Point
Stanley Park Drive
Vancouver, BC

Reception, 5:30 – 7:00 p.m.

Followed by

**GOVERNOR ARNOLD SCHWARZENEGGER'S
SIGNATURE VANCOUVER EVENT
"TASTES AND SOUNDS OF CALIFORNIA"**

7:00 – 9:30 p.m.

Personal invitation to follow

For more information, please contact Karyo-Edelman at
604-614-0899 or laurie.yeh@karyo-edelman.com



Expo Vacaciones 2007



Expo Vacaciones

Event Date: February 13th & 14th

Summary

CTTC organized a California Pavilion for the trade show at Expo Vacaciones. Expo is the signature show for Mexico organized by the Visit USA Committee and was celebrating its 33 year anniversary. The program consists of a trade show exhibition for travel agents and one-on-one prescheduled appointments with tour operators, meeting planners, incentive companies, and other travel trade. In addition CTTC participated in a travel agent seminar promoting the Shop California program and new packages. CTTC also participated in the Discover America Media Workshop that including media from all of Mexico. CTTC, together with other California companies, sponsored a reception for the final event of Expo Vacaciones. It was attended by approximately 125 of the top travel trade and media.

Target Audience

Travel agents, Tour operators, Mexico media, Representatives of Committees & Government Official

Objectives/Reach

- Reach Mexican travel agents and reintroduce them to bring California to the fore front as a premier travel destination
- Introduce the travel trade to introduce new product in California
- Meet with tour operators to investigate their needs in promoting and including more travel to California
- Conduct meetings with airlines serving California from Mexico
- Meet with officials of the Visit USA Committee and the US Commercial Service in Mexico
- Participate in the Discover America Media Day where media from all of Mexico was in attendance

Results & Accomplishments

- Conducted one-on-one prescheduled meetings with 15 tour operators and travel trade
- Over 50 travel agents in attendance at the seminars on Shop California product
- Met with president of the Visit USA Committee, staff in charge of tourism at the US and the TIA representative of Latin America tourism promotion

- Had meetings with all of the prospective candidates for the CTTC representation Office
- Meetings were held and press kits distributed to journalists and other media from all of Mexico



Program Contacts

Glenda Taylor
 Director, International & Domestic Travel Trade
 916.444.4429
gtaylor@visitaclifornia.com

ITB 2007

ITB



Event Date: March 7th to 11th

Summary

This year's ITB in Berlin took place March 7-11, 2007, and ended with a new record in regarding to visitor numbers. ITB Berlin is a prime meeting place and recognized as the leading European travel trade show. Travel trade from all over Europe attended to meet with over 10,000 exhibitors from 184 countries presenting their products and destinations. CTTC provided a dedicated California pavilion and exhibition space for individual delegates from California tourism companies. Eleven companies from California participated in the program with CTTC.

Target Audience

Travel Agents, Tour Operators, Tourism Organizations, Media & Consumers.

Objectives/Reach

- To compete in the European travel market with increased exposure
- Bring California front of mind as a premier destination
- Increased visibility with a newly built California exhibition area
- Provide travel trade and media with new ideas to promote new California product
- Meet with travel trade on cooperative proposals to increase awareness

Results & Accomplishments

California had 11 companies and 13 delegates representing California travel product in the exhibition area. Over 100,000 trade visitors attended the event which resulted in a 15% increase over 2006 attendance. We were able to reach consumer in the German market.



Program Contacts

Glenda Taylor
Director, International & Domestic Travel Trade
916.444.4429
gtaylor@visitcalifornia.com



ITB Report 2007 – Media

**Mammoth Lakes – North Lake Tahoe – Palm Springs Desert Resorts
Redwood Coast & Shasta Cascade – San Francisco – Sacramento**

Hessischer Rundfunk TV (German public TV station - Central)
Volker Koch

Note: Public, regional TV station which is connected to ARD public national broadcasting. Travel show "Service Reisen" is a general audience program in a 30 minutes format. Each show portrays a region or an area with tourist importance. An "info" section gives practical advises on transportation, accommodation, attractions, events, festivals, etc. in the portrayed region. Expressed interest in a San Francisco-Sacramento-Tahoe combination for a summer production. Haven't covered that region so far. Did like the diversity of different story ideas. Is interested in San Francisco, Sacramento and the Tahoe region. Would possibly produce two different shows.

Follow up: follow up on production dates for San Francisco-Sacramento-Tahoe program (after PowWow 2007). Tba by Hessischer Rundfunk.

SR TV (German public TV station – South-West)
Kerstin Woldt

Note: Public, regional TV station which is connected to ARD public national broadcasting. Meeting to discuss general story ideas and possible media visit. Will probably travel to California for shooting. Might share a filming team with Mr. Koch. Details tba..

Follow up: Follow up on exact travel dates as well as information support and itinerary.

FVW (Major travel trade publication with a circulation of approx. 40,000)
Mr. Holger Jacobs

Note: General meeting to discuss trade themes, new developments, marketing strategies, future Californian projects. Holger will also participate in Pow Wow, will schedule interviews with Californian Media Partner Regions.

Follow up: No special FU needed because of regular contact.

B&B Medien (radio producer)
Daniel Barchet

Note: Daniel Barchet was one of the participants at the last winter media group (in cooperation with tour operator Faszination Ski and Vail Resorts/Heavenly). Mr. Barchet is specialized in radio features and podcasts. He produced a radio feature about skiing in California and distributed it to several radio stations.

He is now interested in doing several podcasts and "audio travel guides" about California. Features would be published on i-tunes.de, avigo.de (as well as other download websites) and several online magazines and online newspapers. Podcasts could also be used as a audio press kit which could be published on the new German website of California Tourism.

Follow up: Follow up on details, needs and possible costs of the mentioned podcasts and audio travel guides.

Freelance (writing for different German newspapers)

Ekkehart Eichler

Note: meeting to discuss media visit in May/June/July 2007. Will travel to California and would need information support and support regarding story ideas.

Follow up: Discuss travel dates and itinerary. MSi will give support.

Vail Resorts (Marketing representative)

Ines Niehues

Note: Ines is the German representative of Vail Resorts. We did several media group fams in the past (together with tour operator Faszination Ski). We usually combine North Lake Tahoe and South Lake Tahoe (Heavenly) and if possible Mammoth Mountain.

Follow up: Follow up on possible cooperation for winter 2007/2008.

Kanal 4 Media (editorial office/tourism newswire)

Axel Pinck

Note: Is working for different guide books as well as for the ADAC series and the HB Atlas. Was in California several times and we could realize several publications with him. Update of the HB Atlas (outcome of the last media visit) still to come in fall. Owns an exclusive tourism newswire which is regular distributing travel features to major German newspapers and magazines. Is always planning features about California.

Follow up: Follow up on next California project and possible media visit.

Argus DAS FOTO (touristic photo library)

Peter Frischmuth (Photographer)

Note: Is working together with Axel Pinck in their exclusive tourism newswire. Together they distribute travel features to major German newspapers and magazines.

Follow up: Follow up on next California project and possible media visit.

Neue Westfälische Zeitung (Regional German newspaper - West)

Jürgen Juchtmann

Note: Editor in Chief of the travel section of the Neue Westfälische Zeitung (Major German newspaper). The travel editorial office of the newspaper is providing the weekly travel issue to several newspapers in West Germany. The total circulation of the travel issues of the Neue Westfälische Zeitung is therefore approx. 1,000,000 copies (publish in different newspapers). We had one of his editors on the last media visit to Sacramento and the Shasta Cascade (Oct '06). Mr. Juchtmann usually combines his vacations with researches. Due to that we plan to realize an individual media visit with him.

Follow up: MSi will send story ideas, newsletter and latest press releases. Possible travel dates tba.

Magazin Reisefieber (travel magazine)

Mr. & Mrs. Lange

Note: Travel magazine. B-media as the circulation is not very high. Are planning a story about California and are asking for support. They will travel 2 weeks in August with their kids and would need support with air and ground transportation as well as an itinerary.

Follow up: MSi will send story ideas and will provide contacts and possibly appointments. MSi would suggest not to support with flights or rental car but with itinerary and if possible some accommodations.

Hannoversche Allgemeine Zeitung (major German newspaper –North)

Knut Diers

Note: Major German Newspaper (Northern Germany). Knut Diers is the editor in chief of the travel editorial office. Will travel to California with his son and will visit relatives. Will combine his visit with researches. Will publish a feature when he is back home. Would only need contacts, appointments and help with an itinerary. Will travel in August. Details tba

Follow up: MSi will send press kit, will help with story ideas and will help with itinerary. Regions tba.

Freelance (writing for several newspaper and magazines)

Ingo Hübner

Note: Will travel the Pacific Coast Highway from Vancouver to San Francisco. Will do a feature about California and is asking for support. Exact travel dates tba (2007)

Follow up: MSi will send press kit, will help with story ideas and will help with itinerary. Details and regions tba

Freelance (writing for different magazines – mainly SIN magazines – focus on horses)

Karin Walz

Note: Is interested in a media to North Lake Tahoe and Shasta Cascade. Is working for several horse and riding magazines. Is currently planning her visit (May/June/July) and is asking for support. Would like to stay at (horse)ranches and do researches regarding the horse theme.

Follow up: MSi is waiting for exact travel dates and will help on planning the trip together with partners (NLT and Shasta Cascade).

Newswire dpa/gms (major German newswire for tourism)

Christian Röwekamp

Note: Editor-in-chief of the German newswire dpa/gms. Will attend PowWow and will do some researches after the show in Northern California. MSi is working on that visit since years now and has ensured transportation support.

Mr. Röwekamp is only interested in the North (North Coast and Shasta Cascade) and has only a few days for his researches. Will travel to Eureka on Apr. 26 and will depart from here on Apr 29, 2007. MSi is helping with air transportation and is working on itinerary with partners.

Follow up: Follow up on story ideas and itinerary.

Freelance (radio producer for major German public radio stations)

Taufiq Khalil

Note: Meeting to discuss possibility of a radio feature about biking and cycling in California (High Sierra). Mr. Khalil is a possible participant for the next AMGEN tour of California media group visit. Individual visit in summer/fall is possible as well. Mr. Khalil was one of the participants of the recent winter media group visit.

Follow up: Follow up on possible travel dates for another media visit and radio feature about California.

Radio HR1 (German public radio station – Central)

Nicole Schneider

Note: Meeting to discuss future radio promotion and radio features on radio HR1 (see last reports). Details tba

Follow up: Follow up on possible travel dates for a media visit and radio feature about California.

Deutschlandradio (radio)

Peter Marx

Note: Is interested in general info about California. Will be added to the distribution list for press releases and newsletter. Is interested in a media (group) visit. Will be added to the distribution list for press releases and newsletter. Would do a radio feature on major German radio station.

Follow up: Forward press kit with listing of story ideas for him. Media visit very possible (2007/2008)

Travel One (travel trade publication)

Wolfram Marx

Note: Meeting to discuss news, trends a future developments within the Californian travel industry. Is always interested in statistics and useful information for travel agencies and tour operators.

Follow up: Follow up on general news in California. MSi will send press kit. No special FU needed because of regular contact.

eurocity (Travel magazine - Austria)

Georg Karp

Note: Is interested in general info about California. Will be added to the distribution list for press releases and newsletter. Is interested in a media (group) visit. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for him.

Clever Reisen (Travel magazine)

Jürgen Zupancic

Note: Meeting to discuss media possible media visit and feature about California. Is always looking for themes for the travel magazine "Clever Reisen". Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for him as well as Images for his database.

Freelance

Rainer Heubeck

Note: Is interested in general info about California. Will be added to the distribution list for press releases and newsletter. Is interested in a media (group) visit. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for him.

Freelance

Renate Freiling

Note: Is interested in general info about California. Will be added to the distribution list for press releases and newsletter. Is interested in a media (group) visit. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for her.

MDC Spectra (*publishing house*)

Melanie Dittmayer

Note: Meeting to discuss a feature about California in one of their publications (ski, golf, outdoor, canoeing, mountain-biking, climbing). Will be added to the distribution list for press releases and newsletter. Is interested in a media (group) visit.

Follow up: Forward press kit with listing of story ideas for her.

TW Tagungswirtschaft (*MICE magazine*)

Christine Fuchs

Note: Meeting to discuss possible features about California with regard to meetings, congresses and incentives. Possible feature about San Francisco and Californian hotels. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for her.

BM Medien (*publishing house*)

Kerstin Kraska-Lüdecke

Note: Meeting to discuss a feature about California in one of their publications. Magazines are focused on a very exclusive readership and luxury destinations. Possible feature is related to advertisements within the magazine. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for her.

IC Journal (*MICE magazine*)

Harald Huft

Note: Meeting to discuss possible features about California with regard to meetings, congresses and incentives. Possible feature about San Francisco and Californian hotels. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for him.

Sea Star Magazine (*SIN magazine – water sports*)

Andreas Rettig

Note: Meeting to discuss possible feature about California with regards to sailing, diving and water sports. Is interested in group visits. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for him.

Golf Week (*SIN magazine – golf*)

Andreas Rettig

Note: Meeting to discuss possible feature about California with regards to golfing. Is interested in group visits. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for him.

Naturbildarchiv Mielke (*photo database/Freelance*)

Harald Mielke

Note: Meeting to discuss possible cooperation regarding California. Is interested in group visits to do researches (writing for several magazines) and to update his photo library.

Follow up: Will be added to the distribution list for press releases and newsletter.

Freelance (*writing for travel magazine Tours and other publications*)

Robin Daniel Frommer

Note: Meeting to discuss possible cooperation regarding California. Is interested in group visits to do researches (writing for several magazines) and to update his photo library (photos-facts-features.com).

Follow up: Will be added to the distribution list for press releases and newsletter.

travelmanager (*Monthly travel industry magazine - Switzerland*)

Beat Eichenberger

Note: Meeting to discuss possible feature about California. Is interested in general information. Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for him.

JAM NEWS (*online travel magazine*)

Janina Aguirre Medina

Note: Will be added to the distribution list for press releases and newsletter.

Follow up: Forward press kit with listing of story ideas for her.

ITB 2007 Sales Call Report

Company	Content
Kuoni Travel Ltd Colette Ernst Neue Hard 7 CH-8010 Zurich Switzerland www.kuoni.ch colette.ernst@kuoni.ch	Kuoni is the most important Swiss tour operator for US products. They will send us a marketing proposal with a combined trade and consumer package to promote California.
Meier's Weltreisen Claudia Marx Emil-von-Behring-Str. 6 60424 Frankfurt Germany www.meiers-weltreisen.de Claudia.Marx@meiers-weltreisen.de	Summer bookings for 2007 are increasing compared to last year. We are currently planning a consumer evening with MWR for April 17th: Meier's Weltreisen will invite 10 TOP travel agencies from the area of Düsseldorf with 10 of their top long haul destination clients who have not booked for the summer at this time. The invitation will be printed in the name of Meier's Weltreisen, Tourism California and LTU. Meier's Weltreisen will invite the trade press as well. On the Saturday before the event, Meier's Weltreisen will place an advertisement in the newspaper "Rheinische Post", to promote the destination and the products MWR offers in California. The evening will include a reception with booths of each partner and a presentation of each partner as well as a nice dinner.
Willy Scharnow-Stiftung Sandra Albrecht Gerviniusstr. 5-7 60322 Frankfurt www.willyscharnowstiftung.de albrecht@willyscharnowstiftung.de	The tourism education association, "Willy-Scharnow-Stiftung", approached us and asked us for assistance in order to plan a tour to Northern California and Oregon. Willy Scharnow-Stiftung is an education that organizes seminars and fam trips all over the world in order to educate travel agents. Initially this fam was scheduled for June, but all LH flights are sold out. We are currently checking for new dates in October/November 2007. Once the dates are confirmed we will check with a rental car company for support.
TUI/ Airtours www.tui.com Claudia Ehlen claudia.ehlen@airtours.de	In April the US department of Airtours an TUI will both move back to the main office of TUI in Hannover . Claudia Ehlen will be product manager US for both tour operators, TUI and Airtours. The numbers for TUI and Airtours are looking quite good! Numbers: TUI: winter 2006/07: 30% increase summer 2007: 45 increase Airtours: winter 2006/07: 23% Increase summer 2007: 5% increase

ITB 2007 Sales Call Report

<p>CANUSA Touristik Birthe Leuschner Baringstr. 6 30159 Hannover Germany</p> <p>www.canusa.de birthe.leuschner@canusa.de</p> <p>Johannes Finke Nebendahlstr. 16 22041 Hamburg johannes@canusa.de</p>	<p>Canusa reports a slight increase for 2006, and very good booking numbers for 2007: California in general is up 30%!</p> <p>70% of Canusa's clientele is generated through direct bookings via their 6 offices and the internet. 56% of their clients are repeaters!</p> <p>Canusa will send us a proposal for possible promotions (i.e. direct mailings) in order to promote bookings to California for fall.</p> <p>Ski: Canusa reports a big increase for ski bookings to Canada and a slight increase for ski bookings to US for winter 2006/07.</p>
<p>Kuoni Travel LTD. Colette Ernst Neue Hard 7 CH-8010 Zurich Switzerland</p> <p>Colette.ernst@kuoni.ch www.kuoni.ch</p>	<p>Kuoni reports good booking numbers for California for 2006 and also a promising increase for 2007.</p> <p>Colette will send us a marketing proposal to promote California.</p>
<p>DERTOUR Beate Helmes Emil-von-Behring-Str. 6 60424 Frankfurt Germany</p> <p>www.dertour.de Beate.helmes@dertour.de</p>	<p>Beate is responsible for all kind of tours within the US. The numbers for tours (self drive and bus) for 2007 show an increase of 5-10%.</p>
<p>DERTOUR Katja Wagner Emil-von-Behring-Str. 6 60424 Frankfurt Germany</p> <p>www.dertour.de katja.wagner@dertour.de</p>	<p>Katja is responsible for all FIT products. The numbers for FIT products show a slight increase for summer 07: California general: slight increase SFO: same as 2006 LA: +11% Palm Springs DR: 8 %</p>
<p>DERTOUR Nancy Boehm Emil-von-Behring-Str. 6 60424 Frankfurt Germany</p> <p>www.dertour.de nancy.boehm@dertour.de</p>	<p>Dertour is reporting increasing booking numbers for the ski products in Lake Tahoe (North and South): Winter 05/06: 39 bookings Winter 06/07: 93 bookings</p> <p>DERTOUR is thinking about coming up with a separate ski brochure for winter 07/08. Nancy will send us a proposal for a possible winter promotion.</p>
<p>DINA 12 Thilo Raisch Olbrichtstr. 21 69469 Weinheim</p> <p>thilo.raisch@din-a12.de www.dina12.de</p>	<p>DINA 12 are specialised on advertising space in sports locations, such as golf courses, fitness studios. They have already realized some promotions with the CTTC.</p>

ITB 2007 Sales Call Report

Zeiträume Johanna Munzert Zur Mühle 6 35415 Pohlheim johanna.munzert@zeitraeume-reisen.de www.zeitraeume-reisen.de	Interested in news about California on a regular base.
Sun & Fun Sportreisen GmbH Heidi Pernot Franz-Joseph-Str. 43 80801 München Germany www.sportreisen.de www.golfreisen.de h.pernot@sportreisen.de	Sun & Fun Sportreisen is looking at expanding their golf program to California. They are looking for a one week golf package in Southern California, incl. accommodation and golfing in Anaheim OC, San Diego and Palm Springs DR.
Thomas Cook Sonja Karl Zimmersmühlenweg 55 61440 Oberursel Germany www.thomascook-reisen.de sonja.karl@thomascookag.com	Thomas Cook reports increasing numbers für summer 2007 – US in total is 16% up.
FTI Touristik Heike Pabst, Uli Grube Friedenstr. 30-32 81671 München www.fti.de heike.pabst@fti.de uli.grube@fti.de	FTI reports great booking numbers for 2006 and even better forecasts for 2007. 2006: California +18% 2007 (status: end Feb): California +24% FTI sent us a proposal for a flyer/poster/ newsletter promotion.
VUSA Committee Germany ute@vusa-germany@de www.vusa-germany.de	We signed up for the online travel agent education program that will be realized by VUSA Germany starting June 2007. The program consists of two parts: 1) Last year 885 travel agents successfully participated in the first VUSA online education. These travel agents will be further educated in order to expand their knowledge. 2) VUSA plans to encourage further 500-700 travel agents to sign up for this program. They will be educated on a basic level - similar to the first module in 2006.

ITB Follow up – brochure requests German market

Please note that all request have already been fulfilled by our office.

Company	Content	To Do!
Ali Schneider Marathonreisen Norbert Schneider Am Drudenbogen 15 82245 Fürstenfeldbruck Germany www.as-marathonreisen.de marathon@camelot.de	Small tour operators specialized on trips to Marathon events	Request: <ul style="list-style-type: none"> - 50 maps - 50 German Reiseplaner
CANUSA Touristik Claudia Schrader Baringstr. 6 30159 Hannover Germany www.canusa.de claudia.schrader@canusa.de	Tour Operator	Request: <ul style="list-style-type: none"> - 50 maps - 50 German Reiseplaner - 30x Yosemite (aus dem Restbestand der ITB)
Trans Canada Touristik Stefan Brixner Horster Damm 355 21039 Hamburg Germany www.trans-canada-touristik.de Stefan.brixner@trans-canada-touristik.de	New tour Operator for California with focus on FIT products. (Motorhomes, Fly-Drive, Hotels, Flights ...)	Request: <ul style="list-style-type: none"> - 200 Driving tours - 200 Nordkalifornien dt. - 100x Yosemite (aus dem Restbestand der ITB)
Reisewerk Tobias Haupt Frankfurter Str. 20 35625 Hüttenberg Germany www.reise-werk.de haupt@reise-werk.de	Travel Agency	Request: <ul style="list-style-type: none"> - 2 California Visitors Guide - 2 German Reiseplaner
CANUSA Touristik Carola Bank Werrastr. 6 60486 Frankfurt Germany carola.bank@canusa.de www.canusa.de	Tour Operator	Request: <ul style="list-style-type: none"> - 50 maps - 50 German Reiseplaner - 50 San Diego City maps - 50x SFO City maps
Fernweh-Reisen Ohlsdorfer Str. 5-7 22299 Hamburg Germany	Small tour operator	Request: <ul style="list-style-type: none"> - 50 maps
Wohin Gehts? Reiseagentur Harald Schweitzer Professor-Neu-Allee 29 53225 Bonn Germany www.wohin-gehts-bonn.de reisen@wohin-gehts-bonn.de	Travel Agency	Websites for Campgrounds in California (public and KOA) –

ITB Follow up – brochure requests German market

Please note that all request have already been fulfilled by our office.

Meso Reisen GmbH Tanja Lindemann Wilmsdorfer sTr. 94 10629 Berlin www.meso-berlin.de tindemann@alternativ-tours.de	Tour Operator	Request: - 30 maps - 30 German Reiseplaner - 30 SFO Chaperon - 30x SFO City maps
Karawane Reisen Peter Albrecht Schondorfer Str. 149 71638 Ludwigsburg www.karawane.de studienreisen@karawane.de	Tour Operator	Request: - 30 maps - 30 German Reiseplaner - 10x Driving Tours - 30x San Diego City maps - 30x SFO City maps
Pioneer Erlebnisreisen Edmund Belser Steubenstr. 7 72379 Hechingen Germany www.pioneertours.de belser@pioneertours.de	Tour Operator	Request: - 25 Dt. Nordkalifornien - 25x Yosemite (aus dem Restbestand der ITB)
Astiva Travel Astrid Horstmann Luisenstr. 111 14532 Stahnsdorf/Berlin Germany www.astiva.de astiva@onlinehome.de	Travel Agency	Request: - 1x San Diego map - 1 x SFO map
SKP Entertainment Simon Komizo Albstr. 9 72531 Hohenstein info@simonkomizo.de	Media Agency	Request: - 1x Cali Visitor Guide map
HL Travel Melanie Frühwirt Niedergams 104 Austria www.hltravel.at melanie.fruehwirt@hltravel.at	Tour Operator	Request: - 30x Cali maps
Bikethebest Michaela Fischer Alemannenstr. 4 53844 Troisdorf Germany www.bikerzug.de www.bikethebest.de m.fischer@bikethebest.de	Tour Operator specialized on motorbike tours	Request: - 50x Cali maps - 50x Driving Tours - 50 x German Reiseplaner

ITB Follow up – brochure requests International
Please note that we passed on all requests to the headoffice.

Company	Content	To Do!
Logos Travel Marek Sliwka sp.j. 60-836 Poznan Poland www.wyprawy.pl marek@wyprawy.pl	Tour operator specialized on group tours	Request: - 100 English maps
Mr. Travel Vesa Hurttila Lea Simpanen Aleksanterinkatu 9 00100 Helsinki Finland www.mrtravel.net vesa.hurttila@mrtravel.net		Request: - 2x California Visitors Guide
Arsico Limited Nikola Arsic Trg Nikole Pasica 12/4 11000 Beograd Serbia arstravel@sezampro.yu		Request: - 1x California Visitors Guide
Gateway Colette Vorselaars Kapelstraat 142 3550 Heusden-Zolder Belgium c.vorselaars@gateway.be	New tour operator looking to expand their business to US.	Request: 1x California Visitors Guide
Katarzynce Skibska Os. Zwejcectwa 25/28 61-651 Poznan Poland		Request: - 1x California Visitors Guide

California Travel Research Bulletin

February 2007



California Travel Research Bulletin

February 2007

California Hotel Occupancy and Room Rate, January 2007 – January statewide occupancy was 1.1% below January 2006, with most subareas showing declines. Among the exceptions: Oakland and the Central Coast. Room rates were up 6.9% and RevPAR up 5.7%. ***Included as attachment.***

Source: Smith Travel Research, CA Lodging Industry Performance, February 2007.

County Impacts, 2005 - For a preview of the newly compiled 2005 county travel impacts, including spending, employment, and travel-related tax impacts, go to www.deanrunyan.com. The full report will be distributed at the California Conference on Tourism and will include 2006 statewide impacts.

Ten Country Reports - CIC Research Inc. has prepared 22 country reports on selected primary, secondary and emerging markets to California. Enclosed are the reports for: Mexico (air), UK, Netherlands, New Zealand, Philippines, South America, South Korea, Spain, Singapore and China. More to follow next month. ***[Previously included in February CTTC Binders].***



Smith Travel Research

California Tourism

January 2007 Compared with January 2006

e.outlook

22-Feb-07

Segment	Operating Performance - January												Operating Performance - January - Year to Date												Participation			
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms	
	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample
United States	52.8	53.6	-1.5	99.55	93.50	6.5	52.59	50.10	5.0	6.1	1.0	-0.4	52.8	53.6	-1.5	99.55	93.50	6.5	52.59	50.10	5.0	6.1	1.0	-0.4	47475	24058	4415791	2936519
Pacific	59.0	59.7	-1.2	116.63	109.14	6.9	68.80	65.18	5.6	6.0	0.4	-0.9	59.0	59.7	-1.2	116.63	109.14	6.9	68.80	65.18	5.6	6.0	0.4	-0.9	7568	3318	683800	468525
California	60.6	61.3	-1.1	112.12	104.84	6.9	67.94	64.30	5.7	6.4	0.7	-0.5	60.6	61.3	-1.1	112.12	104.84	6.9	67.94	64.30	5.7	6.4	0.7	-0.5	5268	2355	473046	327874
Anaheim-Santa Ana, CA	62.8	64.4	-2.5	116.67	106.16	9.9	73.26	68.35	7.2	9.2	1.9	-0.6	62.8	64.4	-2.5	116.67	106.16	9.9	73.26	68.35	7.2	9.2	1.9	-0.6	423	218	52629	40172
Los Angeles-Long Beach, CA	68.8	70.8	-2.8	120.35	113.08	6.4	82.77	80.10	3.3	2.5	-0.8	-3.7	68.8	70.8	-2.8	120.35	113.08	6.4	82.77	80.10	3.3	2.5	-0.8	-3.7	949	388	92687	63861
Oakland, CA	61.9	57.8	7.1	93.53	88.32	5.9	57.86	51.02	13.4	13.7	0.3	7.4	61.9	57.8	7.1	93.53	88.32	5.9	57.86	51.02	13.4	13.7	0.3	7.4	240	137	24183	18868
Riverside-San Bernardino, CA	62.9	65.8	-4.4	99.11	96.27	3.0	62.31	63.36	-1.7	-2.0	-0.3	-4.8	62.9	65.8	-4.4	99.11	96.27	3.0	62.31	63.36	-1.7	-2.0	-0.3	-4.8	470	195	37786	23850
Sacramento, CA	56.5	58.5	-3.4	101.41	94.15	7.7	57.26	55.09	3.9	5.3	1.3	-2.2	56.5	58.5	-3.4	101.41	94.15	7.7	57.26	55.09	3.9	5.3	1.3	-2.2	274	122	22862	15557
San Diego, CA	61.6	63.2	-2.5	127.08	121.09	4.9	78.23	76.51	2.2	3.6	1.3	-1.3	61.6	63.2	-2.5	127.08	121.09	4.9	78.23	76.51	2.2	3.6	1.3	-1.3	449	238	53738	41171
San Francisco/San Mateo, CA	59.0	59.1	-0.2	140.15	129.39	8.3	82.67	76.44	8.2	8.2	0.1	-0.1	59.0	59.1	-0.2	140.15	129.39	8.3	82.67	76.44	8.2	8.2	0.1	-0.1	381	219	50054	41885
San Jose-Santa Cruz, CA	63.8	60.0	6.3	116.38	105.71	10.1	74.26	63.43	17.1	16.7	-0.3	6.0	63.8	60.0	6.3	116.38	105.71	10.1	74.26	63.43	17.1	16.7	-0.3	6.0	307	182	29108	23023
California South/Centra	53.8	52.7	2.1	68.44	64.06	6.8	36.83	33.76	9.1	12.2	2.8	5.0	53.8	52.7	2.1	68.44	64.06	6.8	36.83	33.76	9.1	12.2	2.8	5.0	317	142	22930	13624
California North	47.1	49.7	-5.2	80.55	75.22	7.1	37.96	37.38	1.6	3.2	1.6	-3.7	47.1	49.7	-5.2	80.55	75.22	7.1	37.96	37.38	1.6	3.2	1.6	-3.7	613	199	33110	16192
California North Centra	55.1	56.1	-1.8	89.65	85.79	4.5	49.36	48.12	2.6	4.4	1.8	-0.1	55.1	56.1	-1.8	89.65	85.79	4.5	49.36	48.12	2.6	4.4	1.8	-0.1	260	91	15914	7720
Central California Coast	51.8	50.2	3.2	109.73	99.55	10.2	56.83	49.99	13.7	16.2	2.2	5.4	51.8	50.2	3.2	109.73	99.55	10.2	56.83	49.99	13.7	16.2	2.2	5.4	546	214	35803	21078
Bakersfield, CA	54.9	54.1	1.5	63.25	59.95	5.5	34.74	32.44	7.1	11.9	4.5	6.1	54.9	54.1	1.5	63.25	59.95	5.5	34.74	32.44	7.1	11.9	4.5	6.1	118	52	9150	5156
Fresno, CA	52.4	49.9	5.0	74.27	68.19	8.9	38.90	34.06	14.2	15.3	1.0	5.9	52.4	49.9	5.0	74.27	68.19	8.9	38.90	34.06	14.2	15.3	1.0	5.9	113	60	8824	6118
Tulare/Visalia	54.3	55.1	-1.5	68.14	64.58	5.5	37.01	35.60	4.0	7.3	3.2	1.7	54.3	55.1	-1.5	68.14	64.58	5.5	37.01	35.60	4.0	7.3	3.2	1.7	86	30	4956	2350
Santa Rosa	47.0	49.3	-4.7	95.72	92.10	3.9	44.98	45.40	-0.9	-0.6	0.4	-4.3	47.0	49.3	-4.7	95.72	92.10	3.9	44.98	45.40	-0.9	-0.6	0.4	-4.3	81	30	5620	3471
Redding/Chico	49.8	52.9	-5.9	64.92	60.84	6.7	32.30	32.19	0.3	2.2	1.8	-4.2	49.8	52.9	-5.9	64.92	60.84	6.7	32.30	32.19	0.3	2.2	1.8	-4.2	67	31	4405	2603
Vallejo/Napa Valley	50.9	51.4	-1.0	92.28	83.24	10.9	46.99	42.76	9.9	13.3	3.1	2.2	50.9	51.4	-1.0	92.28	83.24	10.9	46.99	42.76	9.9	13.3	3.1	2.2	140	49	8959	4688
California North Area	43.0	48.3	-11.0	73.02	70.06	4.2	31.43	33.84	-7.1	-5.8	1.4	-9.7	43.0	48.3	-11.0	73.02	70.06	4.2	31.43	33.84	-7.1	-5.8	1.4	-9.7	256	63	11099	3794
Eureka/Crescent City	47.2	46.1	2.4	64.23	59.31	8.3	30.33	27.34	10.9	11.0	0.0	2.4	47.2	46.1	2.4	64.23	59.31	8.3	30.33	27.34	10.9	11.0	0.0	2.4	69	26	3027	1636
Stockton/Modesto	55.2	56.0	-1.4	67.93	66.49	2.2	37.48	37.24	0.6	5.1	4.4	2.9	55.2	56.0	-1.4	67.93	66.49	2.2	37.48	37.24	0.6	5.1	4.4	2.9	103	57	6985	5041
Central CA/Merced	54.9	56.2	-2.3	106.72	100.19	6.5	58.64	56.26	4.2	4.0	-0.2	-2.3	54.9	56.2	-2.3	106.72	100.19	6.5	58.64	56.26	4.2	4.0	-0.2	-2.3	157	34	8929	2679
Oxnard/Ventura MSA	58.7	59.1	-0.7	100.35	87.64	14.5	58.89	51.75	13.8	19.4	4.9	4.3	58.7	59.1	-0.7	100.35	87.64	14.5	58.89	51.75	13.8	19.4	4.9	4.3	81	43	7682	5798
Santa Barbara/Santa Maria MSA	55.9	55.7	0.4	113.10	97.75	15.7	63.24	54.42	16.2	15.7	-0.5	0.0	55.9	55.7	0.4	113.10	97.75	15.7	63.24	54.42	16.2	15.7	-0.5	0.0	120	45	8742	4710
San Luis Obispo/Paso Robles	47.9	45.0	6.4	89.32	85.77	4.1	42.82	38.64	10.8	14.9	3.6	10.3	47.9	45.0	6.4	89.32	85.77	4.1	42.82	38.64	10.8	14.9	3.6	10.3	143	47	7781	3551
Monterey/Salinas MSA	46.7	43.8	6.6	128.56	120.94	6.3	60.05	52.93	13.5	15.3	1.6	8.5	46.7	43.8	6.6	128.56	120.94	6.3	60.05	52.93	13.5	15.3	1.6	8.5	202	79	11598	7019

Source: Smith Travel Research

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California Travel Research Bulletin

March 2007



California Travel Research Bulletin

March 2007

Return on Investment from CTTC Ad Campaign - California Tourism's Spring 2006 advertising campaign generated \$1.96 billion in incremental travel spending, and an overall return on investment of \$29 to \$1. Strategic Marketing and Research Inc. (SMARI) conducted the independent study and analyzed survey responses from almost 5,000 households nationwide. Out of almost 57 million households targeted by the campaign, 29.5 percent traveled to California in 2006. The researchers compared travel levels of ad-aware and non-aware households and found a 6.1 percent higher incidence of travel to California among those exposed to California ads. This incremental difference produced 1.5 million trips that would not have occurred otherwise, with a total economic impact of \$1.96 billion, and \$127 million in tax revenues directly attributable to the \$4.4 million campaign. Study findings were presented at the February 27, 2007 meeting of the California Travel and Tourism Commission.

Source: Strategic Marketing and Research Inc., February 2007

California Hotel Occupancy and Room Rates (February 2007) — Statewide occupancy has dipped below the prior year levels in seven out of the past nine months. Room rates remain strong, pushing revenue per available room (RevPAR) for February 8.0 percent above 2006. **Included as attachment.**

Source: Smith Travel Research, CA Lodging Industry Performance, March 2007.

California Travel Impacts — The annual update of *California Travel Impacts by County* prepared for the CTTC by Dean Runyan Associates, is now available. The report provides breakdowns of travel-related spending, employment, and taxes for California counties in 2005, city-level TOT revenue, and preliminary 2006 statewide travel impacts. **[Copies available].**
Highlights:

- Total direct travel spending in California was \$93.8 billion in 2006, surpassing 2005 spending impacts by 6.0 percent. Over the past three years, travel spending has increased in California at an average annual rate of 6.9 percent. A substantial share of the increase was due to higher room rates, airfares, and gasoline prices.
- During 2006, travel spending in California directly supported 928,700 jobs with earnings of \$28.5 billion. Travel spending generated the greatest number of jobs in arts, entertainment and recreation (233,700 jobs), food service (274,700), and accommodations (203,700).
- Travel spending in 2006 generated \$2.1 billion in local taxes and \$3.5 billion in state taxes.

The Web interface created and hosted by Dean Runyan Associates for the CTTC that allows users to design and print charts and graphs by impact category and by county has also been updated: <http://www.deanrunyan.com/impactsCA.html>

Source: Dean Runyan Associates, March 2007.

International Arrivals at California Ports of Entry, December 2006 – The number of overseas travelers entering the US through California Ports of Entry (POE) in December 2006 was down 1.4 percent from 2005, and total arrivals for the year were down 1.9 percent. (Note: Because not all arrivals stay and visit California, and many arrive via other states and are not included in California POE counts, these trends may serve as indicators but do not necessarily reflect actual visitation.) ***Included as attachment.***

CA Arrivals from Key Regions	Percent Change 2005/06
Asia	- 0.4
Europe	- 6.2
Oceania	3.3
South America	-1.0
ALL OVERSEAS	-1.9
Mexico (air)	- 6.5

Source: CIC Research Inc., March 2007

Eleven Country Reports - Brief reports on travel from selected primary, secondary and emerging international markets to California have been prepared for the Philippines, Japan, Germany, Australia, India, Taiwan, Brazil, France, Italy, Scandinavia, and Hong Kong. (In last month's Bulletin: Mexico (air), UK, Netherlands, New Zealand, South America, South Korea, Spain, Singapore and China.) ***[Previously included in February CTTC Binder].***

Source: CIC Research Inc., March 2007



Smith Travel Research
California Tourism
February 2007 Compared with February 2006

e.outlook

22-Mar-07

Segment	Operating Performance - February												Operating Performance - February - Year to Date												Participation			
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms	
	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample
	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample
United States	60.2	61.0	-1.3	103.72	96.79	7.2	62.41	59.02	5.7	6.9	1.1	-0.3	56.3	57.1	-1.4	101.69	95.18	6.8	57.21	54.34	5.3	6.4	1.0	-0.4	47395	24381	4414725	2967874
Pacific	66.7	67.2	-0.7	120.82	112.45	7.4	80.56	75.53	6.7	7.1	0.4	-0.3	62.6	63.3	-1.1	118.77	110.80	7.2	74.36	70.09	6.1	6.5	0.4	-0.6	7557	3362	683306	474790
California	68.6	69.0	-0.6	118.07	108.59	8.7	80.95	74.93	8.0	8.7	0.6	-0.1	64.4	65.0	-0.9	115.19	106.74	7.9	74.18	69.40	6.9	7.6	0.7	-0.3	5272	2381	472910	331130
Anaheim-Santa Ana, CA	70.8	72.3	-2.1	118.07	107.85	9.5	83.63	77.99	7.2	9.4	2.0	-0.1	66.7	68.1	-2.1	117.33	107.01	9.6	78.21	72.93	7.2	9.4	2.0	-0.2	423	220	52629	40504
Los Angeles-Long Beach, CA	77.4	75.8	2.1	124.88	112.45	11.1	96.61	85.26	13.3	12.4	-0.8	1.2	73.1	73.5	-0.5	122.64	112.76	8.8	89.64	82.86	8.2	7.3	-0.8	-1.3	949	387	92674	63927
Oakland, CA	65.5	61.8	6.0	95.05	90.28	5.3	62.21	55.82	11.4	11.8	0.3	6.2	63.6	59.7	6.5	94.34	89.39	5.5	60.02	53.34	12.5	12.9	0.3	6.9	239	138	24017	19000
Riverside-San Bernardino, CA	70.2	74.4	-5.6	108.80	105.33	3.3	76.42	78.38	-2.5	-3.1	-0.6	-6.1	66.4	69.9	-5.0	104.03	100.86	3.1	69.08	70.50	-2.0	-2.4	-0.4	-5.4	470	200	37781	24428
Sacramento, CA	60.7	65.7	-7.6	105.73	100.13	5.6	64.23	65.82	-2.4	-1.1	1.4	-6.3	58.4	62.0	-5.8	103.65	97.25	6.6	60.52	60.26	0.4	1.8	1.4	-4.5	274	122	22862	15549
San Diego, CA	74.7	77.3	-3.4	142.53	129.56	10.0	106.41	100.21	6.2	7.5	1.3	-2.2	67.8	69.9	-3.0	135.18	125.54	7.7	91.65	87.76	4.4	5.8	1.3	-1.8	450	244	53758	41692
San Francisco/San Mateo, CA	68.0	64.5	5.4	141.75	128.36	10.4	96.39	82.80	16.4	15.8	-0.5	4.9	63.2	61.7	2.4	141.07	128.86	9.5	89.13	79.44	12.2	12.0	-0.2	2.3	382	223	50096	42002
San Jose-Santa Cruz, CA	68.3	69.4	-1.6	116.78	109.17	7.0	79.81	75.76	5.3	5.0	-0.3	-1.9	66.0	64.5	2.3	116.77	107.48	8.6	77.05	69.28	11.2	10.8	-0.3	2.0	307	179	29109	22940
California South/Central	62.6	64.5	-2.9	73.93	68.44	8.0	46.25	44.14	4.8	7.2	2.3	-0.7	57.8	58.3	-0.9	71.28	66.33	7.5	41.18	38.67	6.5	9.3	2.6	1.7	316	142	22806	13674
California North	53.0	54.0	-1.9	83.22	79.10	5.2	44.08	42.75	3.1	4.3	1.2	-0.8	49.8	51.8	-3.9	82.10	77.15	6.4	40.92	39.96	2.4	3.8	1.4	-2.4	619	211	33223	17117
California North Central	58.8	60.2	-2.3	88.52	86.19	2.7	52.06	51.92	0.3	1.4	1.1	-1.3	56.8	58.0	-2.1	88.86	85.77	3.6	50.45	49.76	1.4	2.9	1.4	-0.7	259	91	15953	7757
Central California Coast	61.0	60.8	0.3	124.53	114.02	9.2	76.01	69.28	9.7	12.0	2.1	2.6	56.1	55.2	1.6	117.45	107.07	9.7	65.85	59.07	11.5	13.9	2.2	3.8	546	214	35802	21637
Bakersfield, CA	64.5	65.9	-2.1	65.74	61.54	6.8	42.42	40.54	4.6	8.3	3.5	1.4	59.2	59.7	-0.8	64.45	60.65	6.3	38.18	36.21	5.4	9.7	4.1	3.3	117	53	9043	5354
Fresno, CA	60.6	62.6	-3.2	79.09	71.64	10.4	47.94	44.88	6.8	7.9	1.0	-2.3	56.2	56.0	0.4	76.80	70.02	9.7	43.12	39.19	10.0	11.1	1.0	1.3	113	58	8824	5906
Tulare/Visalia	62.4	65.4	-4.6	80.50	75.50	6.6	50.22	49.36	1.7	4.5	2.7	-2.0	58.0	60.0	-3.3	74.50	70.28	6.0	43.22	42.16	2.5	5.5	3.0	-0.4	86	31	4939	2414
Santa Rosa	53.9	54.0	-0.2	101.65	97.61	4.1	54.74	52.74	3.8	4.2	0.4	0.0	50.0	51.4	-2.7	99.49	95.12	4.6	49.76	48.90	1.8	2.1	0.4	-2.3	81	35	5621	3843
Redding/Chico	52.4	53.7	-2.4	64.77	61.38	5.5	33.95	32.97	3.0	3.0	0.0	-2.4	50.2	53.7	-6.5	65.02	60.66	7.2	32.63	32.56	0.2	1.2	1.0	-5.6	67	33	4405	2706
Vallejo/Napa Valley	57.8	55.6	4.0	94.72	90.83	4.3	54.75	50.49	8.4	11.8	3.1	7.2	54.5	53.4	2.1	93.42	87.05	7.3	50.91	46.46	9.6	13.0	3.1	5.3	142	51	8990	4911
California North Area	49.1	54.2	-9.4	75.36	71.61	5.2	36.99	38.82	-4.7	-3.9	0.9	-8.6	46.0	51.1	-10.0	74.31	70.93	4.8	34.19	36.26	-5.7	-4.6	1.1	-9.0	260	64	11180	3877
Eureka/Crescent City	52.1	49.5	5.3	64.30	61.74	4.1	33.51	30.57	9.6	9.6	0.0	5.2	49.4	47.7	3.6	64.32	60.50	6.3	31.79	28.87	10.1	10.1	0.0	3.6	69	28	3027	1780
Stockton/Modesto	58.8	59.2	-0.7	68.28	67.60	1.0	40.16	39.99	0.4	4.8	4.4	3.8	57.0	57.5	-0.9	68.05	67.03	1.5	38.80	38.55	0.6	5.1	4.4	3.5	103	57	6985	5041
Central CA/Merced	58.8	61.0	-3.6	104.27	99.46	4.8	61.33	60.70	1.0	-0.3	-1.3	-4.9	56.6	58.4	-3.1	105.09	99.36	5.8	59.47	58.01	2.5	1.8	-0.7	-3.8	156	34	8968	2716
Oxnard/Ventura MSA	67.9	69.6	-2.4	104.03	89.40	16.4	70.65	62.23	13.5	19.1	4.9	2.4	63.1	64.1	-1.6	102.23	88.55	15.4	64.47	56.73	13.6	19.3	4.9	3.3	81	43	7682	5798
Santa Barbara/Santa Maria MSA	61.7	63.5	-2.8	123.78	105.31	17.5	76.32	66.87	14.1	13.6	-0.5	-3.3	58.3	59.4	-1.9	118.61	101.49	16.9	69.19	60.26	14.8	14.3	-0.5	-2.2	120	48	8742	5149
San Luis Obispo/Paso Robles	57.7	53.8	7.2	95.44	93.07	2.5	55.07	50.08	10.0	13.2	2.9	10.4	52.5	49.2	6.7	92.50	89.56	3.3	48.58	44.02	10.4	14.0	3.3	10.4	143	49	7780	3735
Monterey/Salinas MSA	58.3	57.6	1.2	160.28	153.47	4.4	93.38	88.37	5.7	7.4	1.6	2.8	52.1	50.2	3.8	145.53	138.63	5.0	75.82	69.60	8.9	10.7	1.6	5.5	202	74	11598	6955

Source: Smith Travel Research

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California Travel Research Bulletin

April 2007



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California Hotel Occupancy and Room Rates, March 2007 —Hotel occupancy was essentially flat for the month of March in California, the Pacific region and the US. Submarkets that managed to escape the downward trends included Eureka/Crescent City, Santa Rosa, Oakland, San Jose/Santa Clara, and the Central Coast. Standing alone as the sole California submarket to show double-digit occupancy growth was San Luis Obispo/Paso Robles, up 11.9%. **Included as attachment.**

Source: Smith Travel Research, CA Lodging Industry Performance, April 2007.

International Arrivals at California Ports of Entry, January 2007 – Overseas arrivals at California Ports of Entry (POE) in January, one of the slowest months for inbound travel, averaged about the same as January 2006. Argentina and most South American markets showed strong gains, except for Brazil, which plummeted. **Included as attachment.**

Source: OTTI, CIC Research Inc., April 2007

U.S. PROJECTS 53 MILLION INT'L VISITORS IN 2007. The Office of Travel and Tourism Industries projections suggest that nearly 53 million international travelers will visit America in 2007. International visitation to the U.S. increased 4% to 51.1 million visitors in 2006, just shy of the previous record of 51.2 million set in 2000. Ten of the top fifty markets to the US set visitation records. Preliminary figures released by OTTI indicate that international visitor spending (exports) reached \$107.8 billion in travel and tourism-related goods and services in 2006, an increase of more than \$5 billion over 2005. Significant increases from India, China, Canada and Brazil helped offset spending declines by many European countries. **Included as attachment.**

Source: TI News, Office of Travel and Tourism Industries, 4/11/07. See full table by world region/country of residence at: <http://tinet.ita.doc.gov/view/m-2006-I-001/table1.html>

Economic Impact of Cruise Ships on Greater Los Angeles – An economic impact study focused on cruise operations at the Port of Los Angeles shows significant benefits to the Harbor district and greater Los Angeles areas with respect to business revenue, job creation, wages and tax revenue. In 2006, the 226 cruise ship calls at the Port generated \$253.7 million in economic benefits to the Harbor and greater Los Angeles region - an average of \$1.1 million per ship call. Hotel stays for cruise passengers averaged 875 rooms per ship call, for a total of 197,700 rooms in 2006. **Two attachments.**



Smith Travel Research

California Tourism

March 2007 Compared with March 2006

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21-Apr-07

Segment	Operating Performance - March												Operating Performance - March - Year to Date												Participation			
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms	
	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample
United States	65.8	65.7	0.2	104.34	98.67	5.7	68.62	64.84	5.8	7.1	1.2	1.3	59.5	60.1	-1.0	102.71	96.78	6.1	61.14	58.14	5.2	6.4	1.2	0.3	47473	24421	4420152	2972476
Pacific	69.9	69.8	0.1	118.96	112.78	5.5	83.18	78.72	5.7	6.3	0.5	0.7	65.1	65.6	-0.8	118.77	111.68	6.3	77.33	73.24	5.6	6.1	0.5	-0.2	7568	3367	683486	473069
California	71.6	71.5	0.1	116.64	110.59	5.5	83.53	79.11	5.6	6.2	0.6	0.7	66.9	67.4	-0.7	115.66	108.32	6.8	77.34	72.97	6.0	6.7	0.7	-0.1	5277	2386	473129	330305
Anaheim-Santa Ana, CA	80.6	79.3	1.6	121.27	111.01	9.2	97.77	88.02	11.1	12.7	1.4	3.1	71.4	72.0	-0.8	118.54	108.13	9.6	84.66	77.90	8.7	10.6	1.8	0.9	423	219	52627	40489
Los Angeles-Long Beach, CA	78.0	78.5	-0.6	121.65	113.95	6.8	94.84	89.43	6.0	5.4	-0.6	-1.2	74.8	75.7	-1.2	122.21	113.29	7.9	91.37	85.73	6.6	5.8	-0.7	-1.9	947	391	92279	64381
Oakland, CA	65.6	63.5	3.3	95.71	91.13	5.0	62.79	57.83	8.6	9.0	0.4	3.8	64.3	60.9	5.6	94.83	90.05	5.3	60.94	54.88	11.0	11.4	0.3	5.8	240	141	24050	19225
Riverside-San Bernardino, CA	72.5	75.1	-3.5	112.25	106.22	5.7	81.33	79.78	1.9	1.6	-0.3	-3.8	68.5	71.5	-4.2	107.06	103.21	3.7	73.33	73.79	-0.6	-1.0	-0.4	-4.6	471	198	37873	24168
Sacramento, CA	66.3	67.2	-1.3	101.41	99.77	1.6	67.20	67.09	0.2	1.6	1.4	-0.1	61.1	64.0	-4.5	102.90	98.74	4.2	62.88	63.21	-0.5	0.8	1.4	-3.2	274	121	22842	15566
San Diego, CA	75.3	76.4	-1.4	134.44	128.67	4.5	101.30	98.30	3.1	3.9	0.9	-0.5	70.5	72.2	-2.4	134.82	126.88	6.3	95.02	91.59	3.7	4.9	1.1	-1.2	450	243	53756	41078
San Francisco/San Mateo, CA	71.3	70.9	0.6	139.70	139.32	0.3	99.54	98.78	0.8	0.2	-0.6	-0.1	66.0	65.0	1.5	140.61	133.23	5.5	92.74	86.55	7.2	6.7	-0.4	1.1	381	218	50047	41225
San Jose-Santa Cruz, CA	71.5	69.2	3.3	117.34	110.25	6.4	83.95	76.29	10.0	9.4	-0.6	2.8	67.9	66.1	2.7	116.91	108.45	7.8	79.42	71.70	10.8	10.3	-0.4	2.3	306	182	29038	23068
California South/Centra	63.9	65.0	-1.7	71.59	66.44	7.8	45.75	43.18	6.0	9.5	3.4	1.7	59.9	60.6	-1.2	71.50	66.53	7.5	42.81	40.35	6.1	10.0	3.6	2.3	318	142	23083	13640
California North	57.1	57.6	-0.9	86.48	83.32	3.8	49.40	47.96	3.0	4.8	1.7	1.0	52.3	53.7	-2.6	83.82	80.30	4.4	43.81	43.09	1.7	3.3	1.6	-1.1	621	208	33436	16910
California North Centra	64.2	62.9	2.1	87.27	86.18	1.3	56.04	54.19	3.4	4.9	1.5	3.6	59.3	59.7	-0.7	88.41	85.94	2.9	52.39	51.31	2.1	3.7	1.5	0.8	261	93	16066	8004
Central California Coast	65.0	62.6	3.8	124.78	112.60	10.8	81.08	70.47	15.1	17.6	2.2	6.1	59.1	57.7	2.4	120.08	109.14	10.0	70.98	63.02	12.6	15.1	2.2	4.6	547	219	35832	21590
Bakersfield, CA	67.7	66.6	1.7	66.95	63.50	5.4	45.30	42.27	7.2	10.7	3.3	5.0	62.1	62.1	0.0	65.43	61.98	5.6	40.66	38.51	5.6	9.6	3.8	3.8	117	54	9043	5414
Fresno, CA	61.2	63.4	-3.5	75.91	69.15	9.8	46.47	43.83	6.0	7.0	1.0	-2.5	57.9	58.6	-1.2	76.34	69.71	9.5	44.24	40.83	8.4	9.4	1.0	-0.1	114	56	8847	5748
Tulare/Visalia	61.9	65.1	-4.9	73.16	67.12	9.0	45.32	43.67	3.8	12.1	8.0	2.8	59.2	61.7	-4.1	74.57	69.32	7.6	44.14	42.79	3.2	11.6	8.2	3.7	87	32	5193	2478
Santa Rosa	59.4	57.4	3.5	106.70	103.65	2.9	63.36	59.46	6.6	6.9	0.4	3.9	53.2	53.5	-0.6	102.34	98.58	3.8	54.43	52.75	3.2	3.6	0.4	-0.2	81	36	5620	3864
Redding/Chico	56.7	57.6	-1.6	65.20	64.39	1.3	36.96	37.10	-0.4	-0.4	0.0	-1.6	52.2	54.3	-3.9	65.24	62.59	4.2	34.08	33.97	0.3	1.0	0.6	-3.1	67	32	4405	2621
Vallejo/Napa Valley	61.3	61.1	0.3	104.37	98.79	5.6	63.96	60.36	6.0	10.7	4.5	4.8	56.7	56.2	0.9	97.66	92.20	5.9	55.34	51.79	6.9	10.7	3.6	4.5	143	52	9120	4999
California North Area	53.0	55.9	-5.2	72.93	72.48	0.6	38.67	40.50	-4.5	-3.1	1.4	-3.7	48.4	52.6	-8.0	73.79	72.78	1.4	35.73	38.32	-6.8	-5.5	1.4	-6.8	261	61	11264	3712
Eureka/Crescent City	56.3	53.8	4.6	66.87	63.31	5.6	37.65	34.09	10.4	10.4	0.0	4.6	51.8	49.5	4.6	65.32	62.08	5.2	33.81	30.72	10.1	10.0	0.0	4.6	69	27	3027	1714
Stockton/Modesto	65.2	63.7	2.4	71.63	68.13	5.1	46.73	43.37	7.7	13.0	4.9	7.5	59.9	59.8	0.2	69.40	67.43	2.9	41.61	40.29	3.3	8.0	4.6	4.9	104	57	7079	5068
Central CA/Merced	63.4	62.3	1.8	99.94	99.87	0.1	63.37	62.22	1.8	0.7	-1.1	0.7	58.7	59.7	-1.7	103.51	99.64	3.9	60.79	59.46	2.2	1.5	-0.7	-2.3	157	36	8987	2936
Oxnard/Ventura MSA	70.4	69.1	1.9	105.83	94.68	11.8	74.51	65.40	13.9	19.6	4.9	7.0	65.6	65.6	0.0	102.92	91.68	12.3	67.51	60.10	12.3	17.9	4.9	5.0	81	43	7682	5798
Santa Barbara/Santa Maria MSA	67.1	66.3	1.2	131.17	107.17	22.4	88.07	71.10	23.9	23.3	-0.5	0.7	61.2	61.9	-1.1	123.41	103.28	19.5	75.57	63.90	18.3	17.7	-0.5	-1.5	120	50	8742	5129
San Luis Obispo/Paso Robles	62.8	56.1	11.9	99.31	94.31	5.3	62.33	52.94	17.7	21.6	3.3	15.5	56.1	51.7	8.5	95.13	91.49	4.0	53.33	47.26	12.8	16.5	3.3	12.1	144	48	7810	3672
Monterey/Salinas MSA	61.2	59.8	2.3	151.51	141.93	6.7	92.79	84.87	9.3	11.3	1.8	4.3	55.3	53.6	3.2	147.77	139.36	6.0	81.68	74.65	9.4	11.4	1.8	5.0	202	78	11598	6991

Source: Smith Travel Research

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**Non-Resident International Arrivals at California Ports of Entry
Selected Countries: 2006**

2006	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	YTD
Africa	969	897	1,192	1,428	1,248	1,544	1,620	1,624	1,322	1,224	1,095	1,440	15,603
Asia	131,653	103,220	125,315	119,241	136,586	136,559	146,091	149,673	137,337	120,299	110,178	115,485	1,531,637
China (excluding Hong Kong)	12,840	8,304	8,349	9,101	10,601	10,045	15,490	13,324	12,837	12,135	10,783	7,201	131,010
Hong Kong	7,583	3,735	4,154	5,228	6,097	6,201	6,954	6,390	5,177	4,168	3,575	3,946	63,208
India	5,661	4,353	5,206	6,552	8,747	7,683	6,529	7,096	5,981	5,333	5,201	5,287	73,629
Japan	44,859	46,201	55,846	39,199	47,817	44,979	44,925	57,557	53,942	46,075	45,606	39,003	566,009
Philippines	3,316	4,064	9,913	12,776	9,934	6,230	6,044	5,150	6,823	7,806	5,512	7,158	84,726
South Korea	24,024	17,239	16,331	18,765	20,710	24,111	27,497	23,680	22,979	17,322	15,894	20,488	249,040
Taiwan	19,646	9,887	11,831	11,286	14,481	18,819	24,015	19,649	15,387	12,379	9,797	10,529	177,706
Other Asia	13,724	9,437	13,685	16,334	18,199	18,491	14,637	16,827	14,211	15,081	13,810	21,873	186,309
Caribbean	252	174	408	381	347	246	439	596	269	470	381	352	4,315
Central America (excl. Mex.)	6,125	6,931	7,636	7,700	9,100	9,121	9,008	6,291	6,792	9,420	11,111	12,220	101,455
Europe	74,217	75,265	95,530	110,676	94,075	88,186	108,458	98,140	109,087	99,210	74,261	79,476	1,106,581
Austria	902	949	1,401	1,622	1,494	1,250	2,297	1,669	1,656	1,497	960	1,034	16,731
France	7,221	7,847	7,851	13,922	12,802	9,524	15,933	12,499	13,061	12,437	7,249	8,650	128,996
Germany	10,256	10,200	14,454	16,632	18,624	12,961	16,907	17,896	20,484	15,371	11,065	10,493	175,343
Ireland	2,350	2,286	2,848	2,717	2,421	4,230	2,909	2,553	3,309	3,276	2,467	2,534	33,900
Italy	3,378	2,907	3,629	3,753	4,263	5,336	6,484	10,740	5,027	4,540	3,145	4,279	57,481
Netherlands	2,800	2,933	3,386	3,765	4,155	3,684	6,873	3,383	4,556	4,395	3,088	3,213	46,231
Switzerland	2,199	2,085	2,550	3,515	3,064	2,616	4,431	2,502	4,165	3,394	2,400	2,438	35,359
U.K.	32,429	33,960	44,864	49,070	32,822	29,902	35,615	33,741	42,600	37,789	31,906	33,049	437,747
Other Europe	12,682	12,098	14,547	15,680	14,430	18,683	17,009	13,157	14,229	16,511	11,981	13,786	174,793
Middle East	4,446	3,192	3,746	3,376	3,343	4,370	5,739	5,304	4,128	4,108	3,291	3,956	48,999
Israel	1,972	1,878	1,990	1,919	1,751	1,740	2,134	2,562	2,442	2,308	1,802	1,765	24,263
Other Middle East	2,474	1,314	1,756	1,457	1,592	2,630	3,605	2,742	1,686	1,800	1,489	2,191	24,736
Oceania	35,315	25,890	32,472	42,906	46,186	49,325	43,932	42,218	55,894	38,861	32,004	49,542	494,545
Australia	27,523	20,649	26,266	33,288	35,318	36,177	32,246	31,226	42,862	30,160	26,142	40,538	382,395
New Zealand	7,044	4,660	5,611	8,997	9,991	12,298	10,705	9,971	12,248	7,941	5,271	7,853	102,590
Other Oceania	748	581	595	621	877	850	981	1,021	784	760	591	1,151	9,560
South America	4,449	4,242	4,363	5,069	4,686	5,360	6,147	4,103	4,462	5,329	4,300	6,871	59,381
Argentina	418	423	367	535	505	454	628	442	501	567	473	786	6,099
Brazil	1,742	1,281	1,194	1,372	968	802	757	372	554	715	509	1,191	11,457
Chile	820	799	742	758	949	769	1,081	629	851	1,060	745	692	9,895
Colombia	290	224	350	658	496	1,606	1,597	1,030	864	985	1,032	1,783	10,915
Peru	667	946	858	917	1,082	1,053	1,202	786	990	1,160	844	1,445	11,950
Other South America	512	569	852	829	686	676	882	844	702	842	697	974	9,065
Total Overseas	257,426	219,811	270,662	290,777	295,571	294,711	321,434	307,949	319,291	278,921	236,621	269,342	3,362,516
Mexico (total)*	22,527	22,372	27,958	38,990	26,987	25,675	49,957	27,698	23,216	24,209	28,379	43,113	361,081
Mexico (air arrivals)	22,338	22,259	27,832	38,760	26,770	25,484	49,708	27,555	23,073	24,055	28,220	42,913	358,967
Mexico (land/sea arrivals)	189	113	126	230	217	191	249	143	143	154	159	200	2,114

*Arrivals from Mexico staying longer than 24 hours or entering farther than the 25-mile U.S. border zone.

Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

Form I-94, "Non-Resident Alien Arrivals to the U.S." (all entry modes: air, sea, land).

**Non-Resident International Arrivals at California Ports of Entry
2006 and 2005 Year-Over-Year Percent Change**

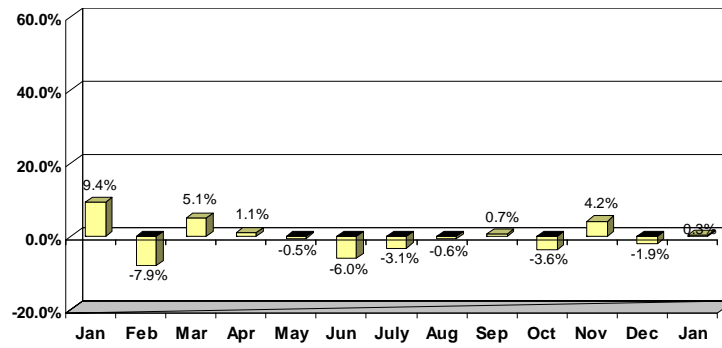
2005 - 2006 % Change	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	YTD
Africa	19.3%	8.6%	19.2%	46.3%	-12.3%	-5.7%	18.3%	-0.5%	0.8%	7.7%	16.1%	-6.4%	6.8%
Asia	9.4%	-7.9%	5.1%	1.1%	-0.5%	-6.0%	-3.1%	-0.6%	0.7%	-3.6%	4.2%	-1.9%	-0.4%
China (excluding Hong Kong)	22.1%	-10.3%	7.0%	10.9%	-1.9%	1.7%	23.5%	2.6%	24.7%	8.2%	14.5%	-13.2%	8.1%
Hong Kong	45.6%	-36.0%	-10.2%	35.7%	0.8%	-9.8%	0.5%	-7.7%	3.7%	-1.3%	1.5%	-7.5%	-0.1%
India	16.5%	5.5%	4.7%	4.4%	1.3%	-1.3%	8.2%	-5.4%	2.1%	9.1%	37.9%	33.1%	7.2%
Japan	-2.6%	-6.1%	9.3%	-9.9%	0.4%	-11.6%	-13.3%	0.3%	-11.5%	-10.9%	-3.5%	-10.4%	-5.8%
Philippines	21.8%	4.1%	-3.2%	4.7%	-8.0%	-16.0%	-2.8%	-6.1%	-6.9%	-8.0%	11.2%	6.9%	-2.0%
South Korea	3.0%	-2.6%	-1.6%	10.4%	-0.8%	-0.1%	-3.8%	-1.8%	27.5%	5.0%	13.9%	5.4%	3.7%
Taiwan	25.1%	-24.8%	1.6%	-8.6%	-3.2%	-4.0%	-2.2%	-3.2%	2.3%	-6.1%	-4.4%	-11.8%	-2.7%
Other Asia	14.8%	6.3%	11.7%	12.1%	3.7%	-1.1%	3.1%	5.8%	2.5%	2.9%	10.0%	11.5%	6.6%
Caribbean	-4.9%	-8.9%	49.5%	16.9%	0.9%	-21.4%	3.5%	21.9%	-3.6%	22.7%	24.5%	25.7%	11.4%
Central America (excl. Mex.)	-0.1%	-0.3%	-7.0%	5.2%	15.0%	-3.0%	-2.6%	-10.7%	-20.1%	0.5%	4.0%	-13.6%	-3.3%
Europe	-1.3%	-5.8%	-11.9%	6.1%	-6.3%	-14.1%	-13.0%	-8.3%	-6.1%	-3.2%	-2.6%	-3.5%	-6.2%
Austria	-13.7%	-28.1%	1.0%	11.5%	-6.5%	-10.5%	-12.9%	2.1%	-17.4%	-12.0%	2.1%	14.8%	-7.1%
France	-6.1%	-11.6%	-12.1%	-7.9%	-5.6%	-23.9%	-26.2%	-26.7%	0.4%	-4.5%	-11.1%	0.2%	-12.9%
Germany	-2.3%	-10.7%	-22.9%	5.5%	-16.7%	-19.7%	-17.1%	-3.2%	-8.6%	-10.5%	5.4%	-4.2%	-10.0%
Ireland	7.7%	-1.9%	14.7%	3.6%	-9.2%	-8.3%	-9.3%	32.4%	-14.9%	31.7%	30.7%	0.6%	3.3%
Italy	-1.1%	0.4%	6.0%	1.4%	0.6%	-7.7%	-5.6%	-8.6%	0.1%	-1.1%	6.3%	9.5%	-1.8%
Netherlands	9.6%	12.2%	15.7%	-9.3%	-5.7%	3.2%	6.0%	4.1%	0.0%	5.8%	7.8%	3.1%	3.5%
Switzerland	13.8%	3.6%	5.4%	22.8%	7.4%	5.7%	0.2%	23.9%	24.9%	0.8%	14.6%	4.1%	10.0%
U.K.	-6.7%	-8.6%	-15.0%	7.8%	-5.0%	-12.3%	-13.1%	-8.0%	-6.8%	-4.8%	-9.2%	-8.0%	-7.4%
Other Europe	14.2%	7.0%	-5.4%	19.2%	1.6%	-15.4%	-5.7%	-7.3%	-12.7%	1.2%	2.2%	-2.0%	-1.7%
Middle East	29.7%	18.9%	13.1%	-17.1%	-13.8%	-14.3%	1.6%	7.5%	-5.5%	10.6%	3.2%	-2.7%	1.2%
Israel	22.9%	15.4%	4.5%	-31.2%	-15.0%	-21.3%	-1.7%	18.8%	-8.6%	8.8%	6.1%	-16.1%	-3.4%
Other Middle East	35.6%	24.4%	24.8%	13.3%	-12.5%	-9.1%	3.7%	-1.3%	-0.7%	13.0%	0.0%	11.6%	6.2%
Oceania	6.5%	-1.1%	-2.9%	11.2%	0.2%	0.8%	4.5%	11.1%	2.8%	6.9%	-7.7%	5.9%	3.3%
Australia	2.1%	-1.3%	-1.0%	17.1%	2.1%	-0.8%	14.6%	13.4%	6.2%	11.7%	-5.5%	8.9%	5.7%
New Zealand	27.4%	-2.4%	-9.3%	-5.9%	-6.0%	7.6%	-16.1%	3.4%	-6.6%	-7.7%	-16.8%	-5.9%	-4.0%
Other Oceania	7.9%	22.6%	-15.6%	5.8%	0.1%	-17.6%	-13.9%	25.6%	-14.3%	1.6%	-15.0%	-7.0%	-3.6%
South America	-6.4%	7.2%	-3.4%	13.1%	-15.3%	-7.7%	-8.2%	-7.5%	-7.2%	9.9%	11.3%	8.9%	-1.0%
Argentina	-36.3%	-6.8%	-18.1%	32.1%	-3.4%	-18.5%	-24.0%	1.8%	20.1%	52.8%	44.6%	33.4%	1.5%
Brazil	7.7%	17.3%	3.1%	-1.6%	-41.2%	-51.9%	-57.9%	-62.8%	-64.5%	-49.4%	-57.1%	-44.3%	-35.2%
Chile	-9.7%	4.3%	-12.3%	2.8%	-8.8%	-23.0%	11.0%	-15.3%	12.3%	31.0%	25.4%	-3.1%	0.1%
Colombia	3.9%	53.4%	0.9%	75.0%	39.7%	95.4%	140.9%	155.0%	137.4%	98.6%	179.7%	137.4%	103.2%
Peru	-17.2%	-16.2%	-12.1%	-3.9%	-20.1%	2.0%	-20.0%	-14.4%	7.3%	17.1%	9.8%	12.0%	-5.5%
Other South America	5.6%	53.4%	15.1%	34.6%	11.9%	-7.5%	-5.4%	-9.9%	-10.8%	9.9%	13.0%	17.5%	7.6%
Total Overseas	5.5%	-5.6%	-2.8%	4.6%	-2.4%	-7.6%	-5.7%	-2.0%	-2.1%	-1.5%	0.4%	-1.4%	-1.9%
Mexico (total)*	21.8%	7.3%	-20.5%	68.5%	-0.6%	-21.5%	-14.9%	-13.5%	-25.2%	-18.0%	-1.4%	-13.0%	-6.7%
Mexico (air arrivals)	23.3%	9.9%	-20.4%	68.6%	-0.5%	-21.6%	-14.6%	-13.4%	-25.0%	-18.1%	-1.3%	-12.9%	-6.5%
Mexico (land/sea arrivals)	-48.9%	-80.8%	-41.7%	58.6%	-15.9%	-13.6%	-44.7%	-33.5%	-40.2%	-15.4%	-15.0%	-34.6%	-37.4%

*Arrivals from Mexico staying longer than 24 hours or entering farther than the 25-mile U.S. border zone.

Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

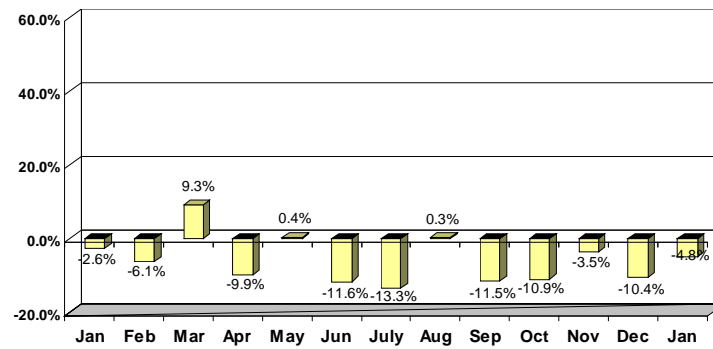
Form I-94, "Non-Resident Alien Arrivals to the U.S." (all entry modes: air, sea, land).

Asia
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



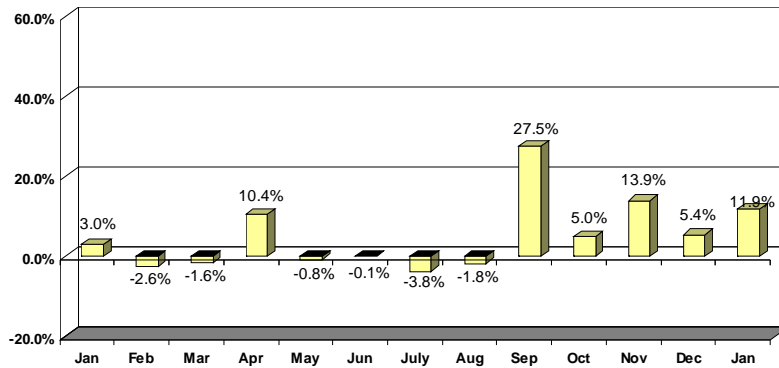
Source: OTTI; CIC Research Inc., California Tourism

Japan
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



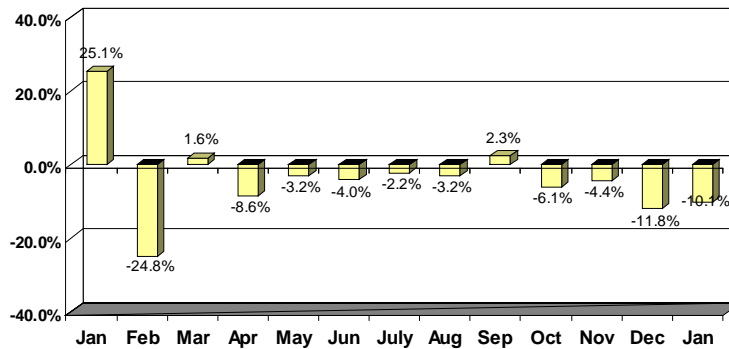
Source: OTTI; CIC Research Inc., California Tourism

South Korea
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



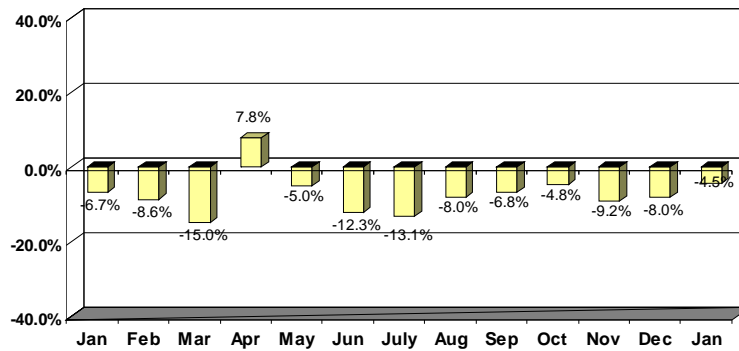
Source: OTTI; CIC Research Inc., California Tourism

Taiwan
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



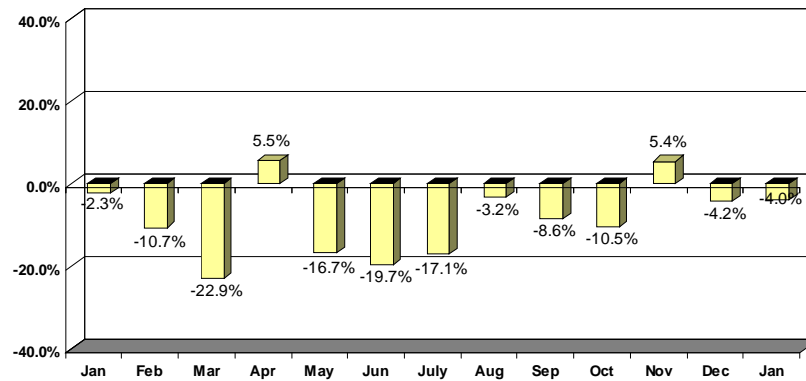
Source: OTTI; CIC Research Inc., California Tourism

United Kingdom
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



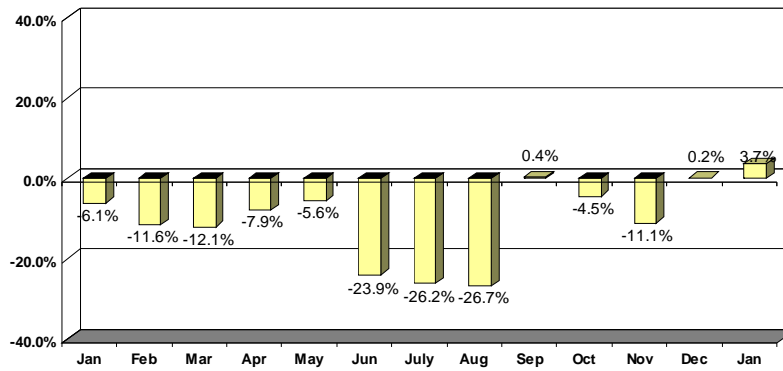
Source: OTTI; CIC Research Inc., California Tourism

Germany
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



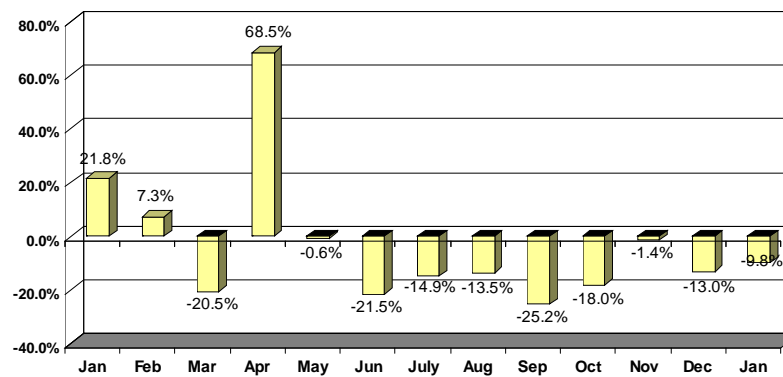
Source: OTTI; CIC Research Inc., California Tourism

France
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



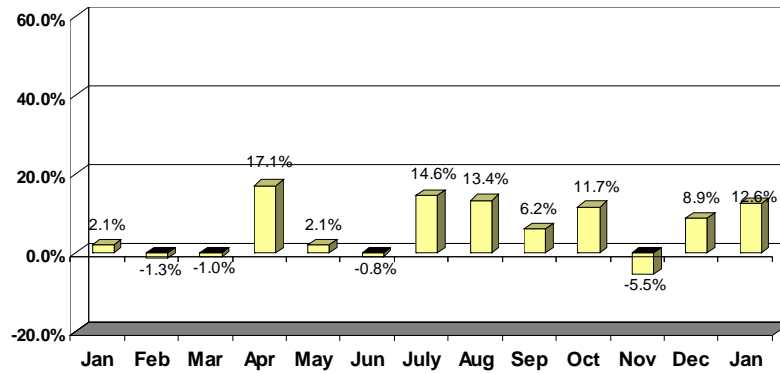
Source: OTTI; CIC Research Inc., California Tourism

Mexico
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



Source: OTTI; CIC Research Inc., California Tourism

Australia
California International P.O.E. Arrivals
(Year-Over-Year Percent Change, 2006 Through Jan 2007)



Source: OTTI; CIC Research Inc., California Tourism